

# Hollywood

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MARCH  
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36

HOLLYWOOD  
MAGAZINE

**They All  
Want to  
Steal My  
Husband**  
Says  
**MRS. BING  
CROSBY**

JEANETTE  
MACDONALD  
in "Rose Marie"  
Natural Color Photo







WHY SHOULDN'T I TAKE IT EASY ON WASHDAY  
WHEN THERE'S A MODERN SOAP THAT  
SOAKS CLOTHES WHITER AND BRIGHTER  
WITHOUT SCRUBBING OR BOIL-  
ING? NOT ONLY THAT, BUT—

Rinso actually makes my clothes last 2 or 3 times longer. That's because Rinso's active suds *safely* lure out dirt and get clothes whiter and brighter without harsh washboard scrubbing. Even stubborn dirt on cuffs and edges yields to a little gentle rubbing between the fingers.

Rinso gives thick, sturdy, lasting suds—even in *hardest water*. No chips, bar soaps or powders ever needed. Wonderful suds for dishwashing and all cleaning. They get rid of grease like magic. Dishes don't have a greasy film left on them. And Rinso is kind to your hands—it doesn't make them red, rough looking. Try Rinso—and see!

*Grand for washers, too*

Rinso is recommended by the makers of 33 famous washers for safety and for whiter, brighter washes. Tested and approved by Good Housekeeping Institute. Buy the BIG economical household package.



THE BIGGEST-SELLING PACKAGE SOAP IN AMERICA

HERE'S  
MY TRUE  
CONFESSION  
ABOUT  
"B.O."

*I am a nurse.  
But I almost had  
to give up...*

SOMEHOW I COULDN'T PLEASE MY  
PATIENTS. TIME AFTER TIME I  
WOULD BE DISMISSED FROM A  
CASE AFTER A FEW DAYS



THEN I TOOK CARE OF A DOCTOR'S  
WIFE WITH A BROKEN HIP. SHE  
ALWAYS INSISTED ON LIFEBOUY  
FOR HER BATH. WHEN I LEFT  
SHE GAVE ME A MYSTERIOUS  
PACKAGE



I OPENED IT AND FOUND—A  
CAKE OF LIFEBOUY! MY FACE  
FLAMED. IN A FLASH I  
REALIZED MY TROUBLE—"B.O."



OF COURSE I BEGAN USING  
LIFEBOUY AT ONCE. NEVER  
AGAIN HAVE I BEEN  
DISMISSED FROM A CASE.  
NOW I HAVE A FINE POSITION  
IN A DOCTOR'S OFFICE—  
THANKS TO LIFEBOUY!



MISS X, I NEVER  
CEASE TO MARVEL  
AT THE FRESH  
CLEARNESS OF  
YOUR COMPLEXION!



I CAN  
THANK  
LIFEBOUY  
FOR THAT!



**P**ROTECT your complexion with gentle, deep-cleansing Lifebuoy lather! See your skin grow smoother, younger! "Patch" tests on the skins of hundreds of women prove Lifebuoy is 20% milder than many so-called "beauty soaps."

**A timely warning!**

This letter in picture form, from a real nurse, is a *real* warning to all to use Lifebuoy! It purifies pores, stops "B.O." (body odor).  
*Approved by Good Housekeeping Bureau*







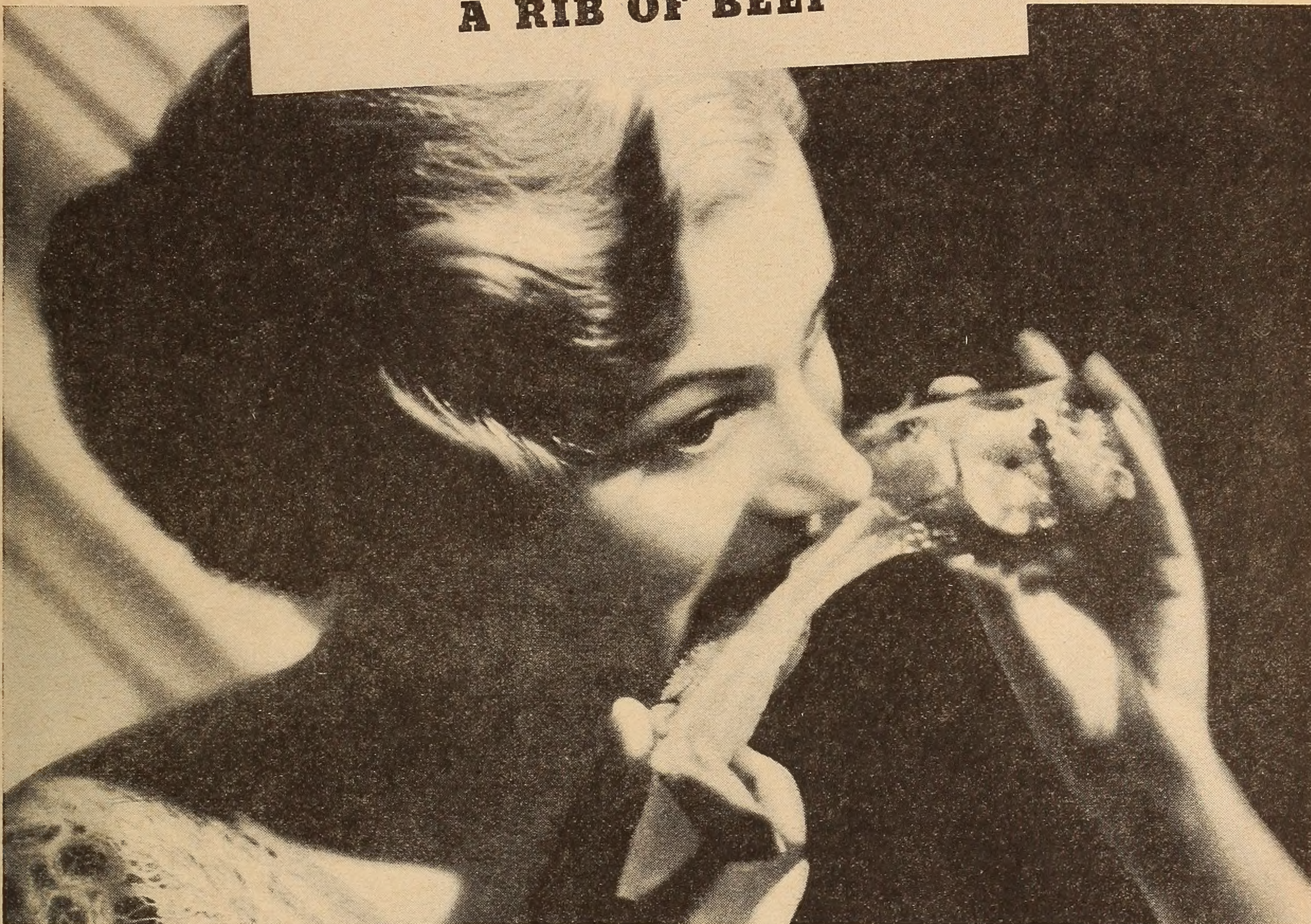
SAYS  
DEBUTANTE

*Savage!*

# A DEBUTANTE AND A DENTIST QUARREL ABOUT A RIB OF BEEF

*Sensible!*

SAYS  
DENTIST



*(But the civilized way to combat "PINK TOOTH BRUSH" is IPANA and MASSAGE)*

IN THIS PICTURE, you see a girl chewing vigorously on a rib of beef. Viewed from the angle of good manners, it's pretty bad... And the debutante is right when she says, "It's simply savage!"

But the dentist is right, too. And it needn't surprise you to hear *any* dentist say: "That's a good, common-sense demonstration of the *healthy* way to use teeth and gums."

• In modern dental circles, it is freely admitted that the lack of coarse foods and vigorous chewing is largely responsible for a host of gum disorders. Naturally,

gums grow sensitive on a soft food diet. Naturally, they grow flabby, weak and tender. And, naturally, that warning "tinge of pink" eventually appears upon your tooth brush.

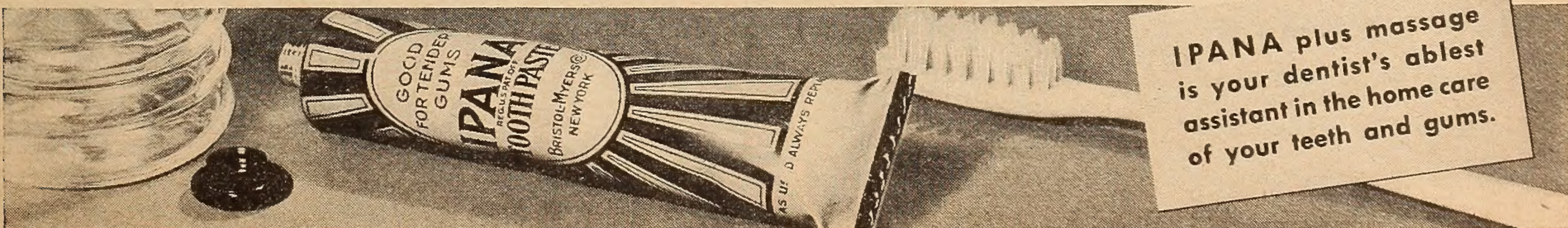
## "Pink Tooth Brush" Tells the Truth

And the truth is—your teeth and gums need better care. You should change to Ipana plus massage... You should begin, today, the double duty you must practice for complete oral health. So start now to massage your gums with Ipana every time you brush your teeth. Rub a

little extra Ipana into your gums, on brush or fingertip—and do it regularly.

For Ipana plus massage helps stimulate circulation. It helps your gums win back their firmness. It helps them recover their strength and their resistance. They feel livelier, better, healthier. And healthy gums have little to fear from the really serious gum troubles—gingivitis, pyorrhea and Vincent's disease.

So be reasonable. For your smile's sake, for the sake of your good looks and your good health—begin today with Ipana plus massage.





*Again they thrill you  
with Glorious Melody!*

**"YOU BELONG TO ME!"**

**I BELONG TO YOU!"**

The singing stars of "Naughty Marietta" now lift their golden voices to excite all the world with the immortal melodies of the most vibrant and stirring musical of our time — "Rose Marie" ... The romantic drama of a pampered pet of the opera and a rugged "Mountie" torn between love and duty, whose hearts met where mountains touched the sky... How you'll thrill with delight as they fill the air with your love songs — "Rose Marie, I Love You", and "Indian Love Call"! It's the first big musical hit of 1936—another triumph for the M-G-M studios!

Thrill to Jeanette MacDonald as she sings "The Waltz Song" from Romeo and Juliet, and with Nelson Eddy, the immortal duet "Indian Love Call"

*Jeanette*  
**MACDONALD**  
**NELSON EDDY**  
IN  
*Rose Marie*

*A Metro-Goldwyn-Mayer Picture*  
with

REGINALD OWEN • ALLAN JONES  
Directed by W. S. Van Dyke • Produced by Hunt Stromberg

'SONG OF THE MOUNTIES!'  
300 rugged male voices led  
by Nelson Eddy in the most  
stirring song of our time!





FEB 19 1936

©C1B 290609  
The News Reel  
of the Stars

# Hollywood

Edited in  
Hollywood

MARCH, 1936

Vol. 25 No. 3

W. H. FAWCETT, Publisher

TED MAGEE, Editor

JACK SMALLEY, Managing Editor

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Cover photo of Jeanette MacDonald by Edwin Bower Hesser  
Marian Rhea, Fashion Editor Charles Rhodes, Photographer

## Today in Hollywood



The last picture our photographer snapped of Thelma Todd—taken shortly before her tragic death! Left to right: Bob Ritchie, Jeanette MacDonald's escort; Miss Todd and Miss MacDonald

FORMING ANOTHER CHAPTER in Hollywood's Mystery Book, the strange death of Thelma Todd undoubtedly will go down in history as another macabre puzzle without a solution.

Beautiful Thelma's death inevitably has been discussed wherever film folk have gathered. And yet, as the weeks go by, the mystery still hangs deep. Was she murdered by monoxide in a fantastic plot? Did she take her own life? Or did she become the victim of sheer accident?

The turmoil resulting from her death is reminiscent of the investigation following the murder of William Desmond Taylor many years ago. But it differs in one respect, for this time the turmoil is kinder to the living. No screen star has been forced into retirement through the stain of circumstance.

Was this death an accident, built up into national prominence by circulation-hungry newspapers? Had this been an unknown woman who died, would every arm of the law be groping wildly for a solution? The answer seems obvious. Many another death of the same category had been dismissed by the police with a perfunctory investigation.

Demon reporters built up every possible mystery angle: The possibility that she had been jabbed *inside* the mouth (the theory arose after the body had been cremated), the broken false tooth, the closed garage doors, the blood running from the mouth as she lay dead behind the wheel of the car, the motor switch on but the motor not running although there was gasoline left in the car, the argument over when she died, the person she told Martha Ford she was bringing to the latter's cocktail party (the coroner had said Thelma died hours before she assertedly called Mrs. Ford on the telephone)—these and a hundred other things.

Half of the thundering mystery angles may be laid to circulation ballyhoo, yet the fact remains that nobody is sure *how* Thelma Todd died. There is enough mystery left to provide a permanent puzzle. It is the sort of tragedy that happens occasionally everywhere, but seldom surges across the nation's front pages. Only time will make the case seem less bizarre.

Ted Magee, Editor

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MEMBER AUDIT BUREAU OF CIRCULATIONS

MARCH, 1936



**"My complexion  
cleared up  
like Magic!"**



**"I RELY ON  
THIS TRULY MODERN  
LAXATIVE"**

A dull skin, blotches, and bad breath—these may be warnings of constipation—accumulated poisons in your system. When you notice such telltale signs, do as millions of others do—place your confidence in FEEN-A-MINT and the "three-minute way." The "three-minute way" means that you simply chew delicious FEEN-A-MINT for three minutes,\* preferably while going to bed—and in the morning you will find gentle but thorough relief. The very act of chewing makes FEEN-A-MINT better. Its tasteless, medicinal content mixes thoroughly with saliva and goes to work easily, gradually—not all at once. No unpleasant after-effects. And the children love it for its clean, refreshing taste. Get a box for the whole family, 15 cents and 25 cents—slightly higher in Canada.

\* Longer, if you care to



## Hollywood's News Reel

By the Insiders

### A Modern Waterloo

DR. JOEL PRESSMAN, new husband of Claudette Colbert, is now in a position to tell you exactly how Napoleon must have felt at Waterloo. Love, which sometimes plays such queer pranks, has forced the doctor to hoist the flag of surrender in his single-handed battle against the corps of Hollywood news photographers.

• •

### Bing's New Ambition

SHOULD BING CROSBY fail to realize his ambition to own the fastest horse in American turf history, it won't be because he hasn't tried.

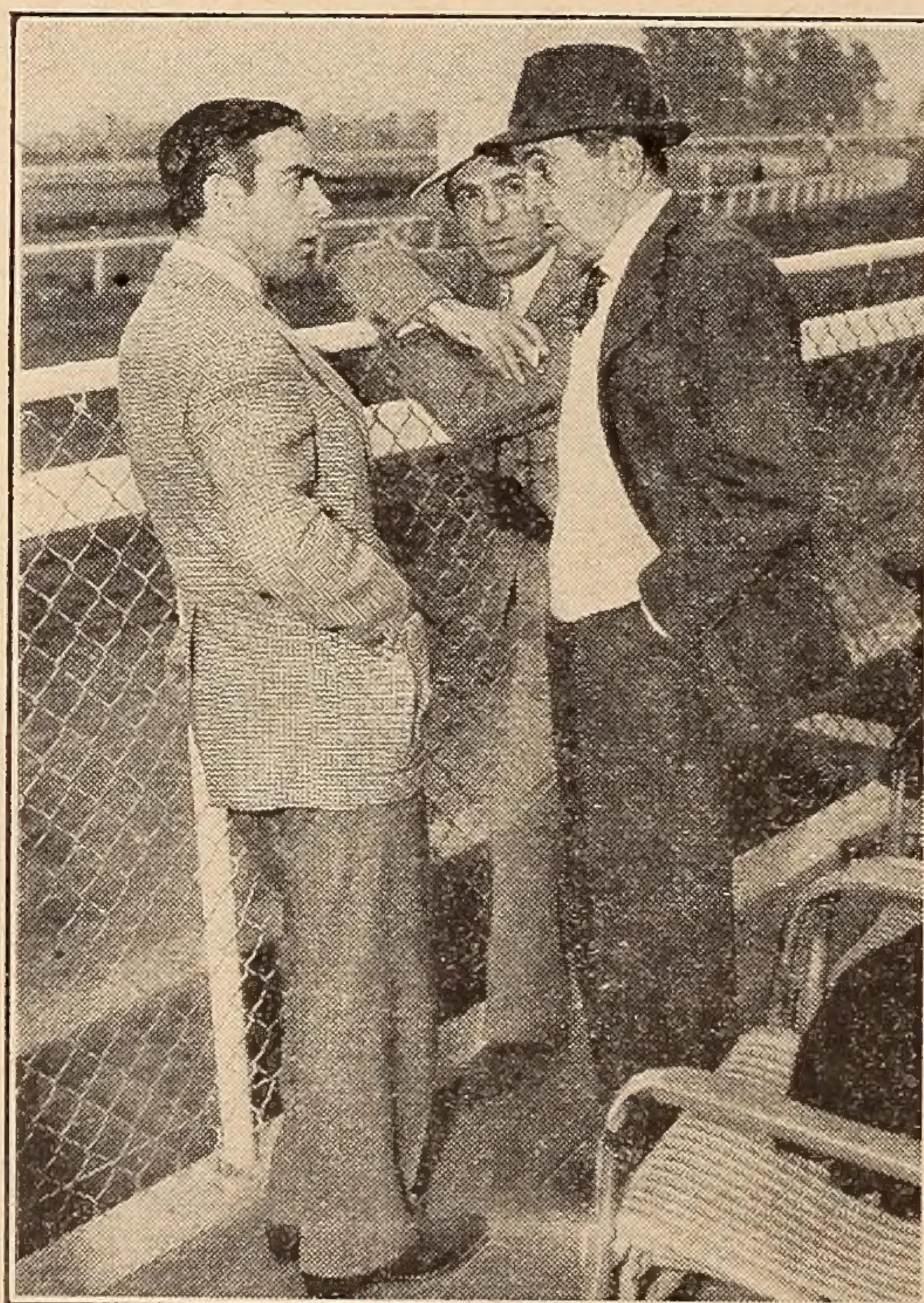
Albert Johnson, who rode two Kentucky Derby winners during the years he was under silks, and who has since trained some of this country's finest runners, is now the head-man of Bing's stables, and under orders from his crooning boss to buy up every likely young prospect. The star's string now numbers seventeen.

Both Johnson and Crosby are convinced the latter has a future Derby victor in Khayyam, a two-year-old purchased at Saratoga last fall.

• •

### Charlie Bides Time

AS SOON as Charlie Chaplin's *In Modern Times* is ready for release, which won't be long now, Charlie will make public announcement of his year-old secret marriage to Paulette Goddard, then, ac-



Three kings of the stage and screen look the track over at Santa Anita. Eddie Cantor, Ted Lewis and Al Jolson compare notes just before they're off down the track—the horses, of course! What did you think?



Leave it to Donald Woods to select an appropriate nickname for his youngster—he calls the husky lad "Splinter"! Don is riding the new Ingo-Bike which is all the rage in Hollywood

accompanied by her ladyship, will set sail for London, where he will make arrangements for the education of his two sons.

One of Charlie's fondest dreams will be realized when they graduate from Oxford.

• •

### Readying the Nest

PICKFAIR, THE \$750,000 estate that served Mary Pickford and Douglas Fairbanks, Sr., as a shelter during their decade and a half of married life, reportedly is being quietly readied for its new master, Charles (Buddy) Rogers.

A more or less definite date for the forthcoming nuptials will be agreed upon by Mary and Buddy upon the latter's return to Hollywood next week, friends say. He has been in England for three months, emoting before the cameras in London studios and directing his band in London night clubs.

Mary's divorce from Fairbanks became final within the month.

• •

### They're Neighbors Now

DAVID NIVEN is so deeply in love with Merle Oberon that he has leased the house next door to her Beverly abode.

[Continued on page 12]

HOLLYWOOD



# "DESIRE"



• MARLENE DIETRICH, more alluring than ever, GARY COOPER, more casually exciting than ever, in their first picture together since *Morocco*... a yarn about a beautiful lady with a very bad habit of stealing very expensive jewels and a young American motor car engineer who steals the lady's heart.



Just an old European custom... but we'd like to be John Halliday, the gentleman who's doing the hand kissing.



Marlene seems to be going in for jewels in a big way... also note the pom-pom hat. It'll set a style.



This ought to be in color, for those star like spots in the crisp black taffeta jacket are a really ravishing shade of pink.

... A Paramount Picture  
Directed by Frank Borzage  
from a comedy by Hans  
Szekely and R. A. Stemmle.



This shot is from the picture. Gary apparently has said something pretty tough, for that's a real handkerchief and those are real tears.



Marlene shows she's still loyal to the beret, this time, a novel black antelope affair, designed by Travis Banton Paramount's Fashion Expert.



Frank Borzage talks over a scene from "Desire" with Marlene and Gary.



EXCITEMENT RIDES  
THE *Hollywood*  
RANGE . . . AS THE  
"TRADE" CRITICS  
*Preview*



\*"THE

LOUIS



PAUL MUNI'S sensational new success

throws the spotlight on some important personalities you never knew till now.



The story of Pasteur's historic battle with the ruthless killers of an unseen world has roused the experts of the film trade press to a very uncharacteristic frenzy of praise



Moving performances by Josephine Hutchinson, Anita Louise, Donald Woods, Fritz Leiber, and many others, have been a vital factor in the salvos of applause for "Pasteur"

WHAT is it that even the most conscientious film fan never hears about—yet is as well known and important in "picture business" as famous stars, directors, or producers?

Answer—a movie "trade paper" publisher.

If you were in the movie business the publications presided over by these gentry would be as familiar to you as your daily newspaper. Their reviews of new pictures are the first impartial comments published anywhere and usually have an important influence in determining at what theatres a production will be shown and for how long.

Being steeped in picture affairs to the eyebrows, these "inside" reviewers never hesitate to call a spade a spade and a flop a flop. Praise is the exception rather than the rule and it's rare indeed for the boys to agree unanimously in favor of any one production.

So you can understand why the film industry practically *in toto* sat up with a jerk one recent morning when they picked up paper after paper and found every one of them not only praising, but gushing like schoolgirls about the same picture—Paul Muni in *The Story of Louis Pasteur*.

FOR instance, they found seasoned, cynical Jack Ali-coate's *Film Daily* notifying the world that "*The Story of Louis Pasteur* is distinguished and gripping drama that blazes a new trail in pictures. Warner Bros. have fashioned a story that grips from the start. Muni's performance is something to cheer about. William Dieterle's direction deserves lavish praise."

Veteran publisher Martin Quigley's *Motion Picture*





# STORY OF PASTEUR"

*Magnificently Muni re-creates the famous hero of humanity who fought a jeering world that we might live*



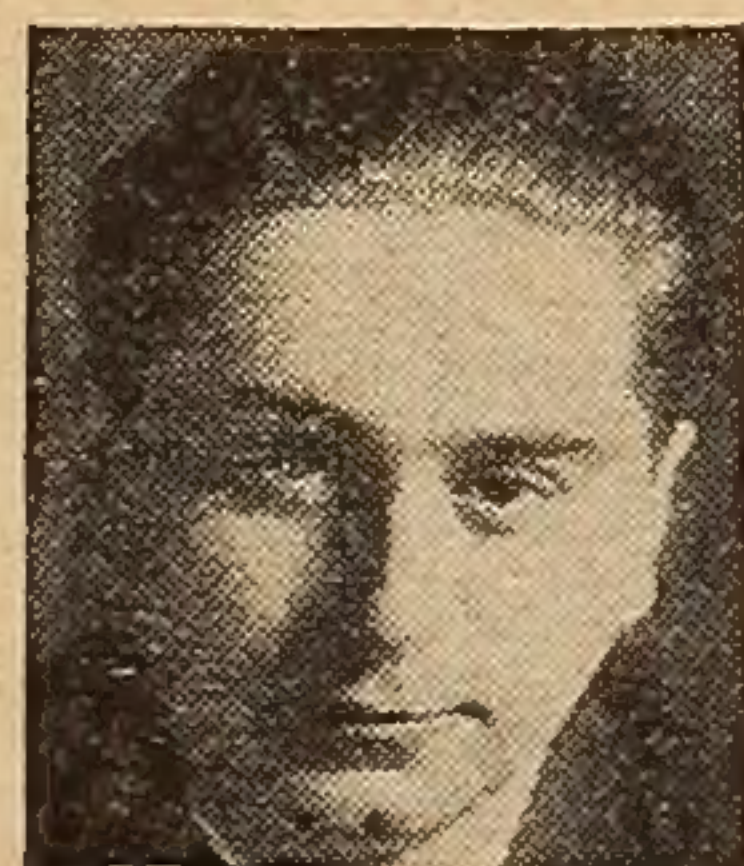
JACK  
ALICOATE

*Herald* simultaneously informed the industry that "in *The Story of Louis Pasteur* the screen makes a great departure from prosaic formula.... There is not a single trace of theatrical artificiality. . . . Expertly acted and directed, . . . its power to create and hold interest immediately, gripped the preview audience and kept it in hushed silence all the way through. . . . Here is a picture the worth of which is almost certain to impress both class and mass alike."



MARTIN  
QUIGLEY

At the same moment *Motion Picture Daily* under the editorship of peppery, astute Maurice Kann was broadcasting the news that "the theme of *The Story of Louis Pasteur* is so absorbing that the film is sure to win terrific word-of-mouth endorsement."



MAURICE  
KANN

The daily edition of youthful, aggressive Sid Silverman's famous *Variety* chimed in with the unqualified statement that, "in *The Story of Louis Pasteur* Warner Bros. have made a truly great picture. . . . It stands among the significant works of the screen. . . . Told in such fashion as to grip every audience it will reach, *The Story of Louis Pasteur* is headed for big acclaim. Profoundly stirring as sheer drama, it will widen the range of picture venturings. . . . Muni is superb. . . . Seldom has a picture preview shown so strongly-shared interest of men and women. Men were openly in tears of emotional response throughout the audience."

And dynamic, hard-hitting "Chick" Lewis of the *Showmen's Trade Review* informed his followers

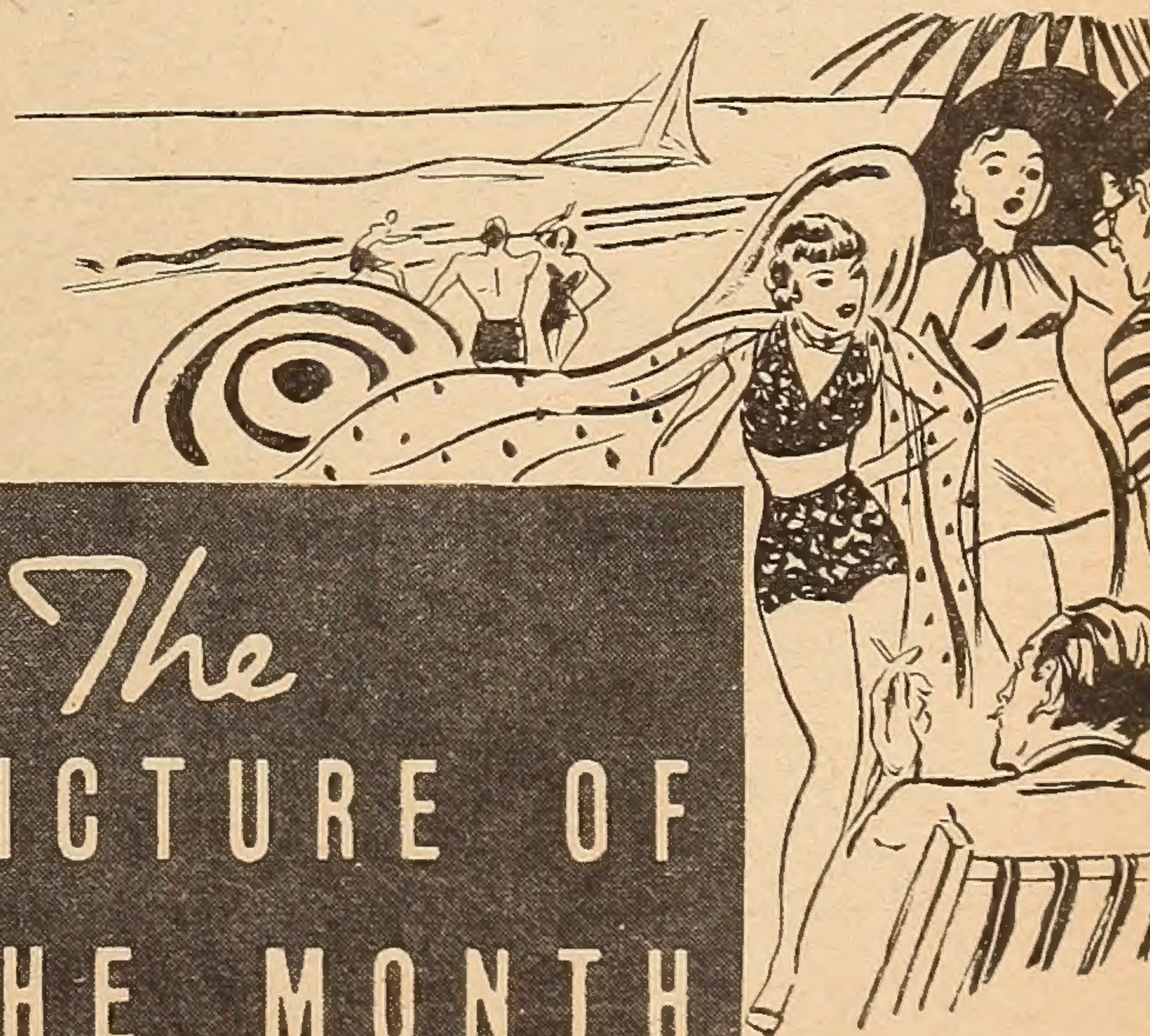


"CHICK"  
LEWIS

that "this outstanding hit will send patrons away talking. A powerful production, impressive entertainment and a stand-out characterization by Paul Muni make this a prestige picture of importance with world-wide appeal."

THESE are strong words, dear listeners. But we subscribe to every one of them! And we've reprinted them here as the most impressive tip-off we can give you on the extraordinary importance of this brilliant Cosmopolitan production.

Naturally it's been the talk of film circles ever since these remarkable reviews appeared. And you're going to hear a lot more about it before it's released by First National late this month.



\*The  
PICTURE OF  
THE MONTH





**Now!** two forms of  
Winx Mascara  
which gives you

## LONG, LOVELY LASHES

so fascinating to men!

by LOUISE ROSS

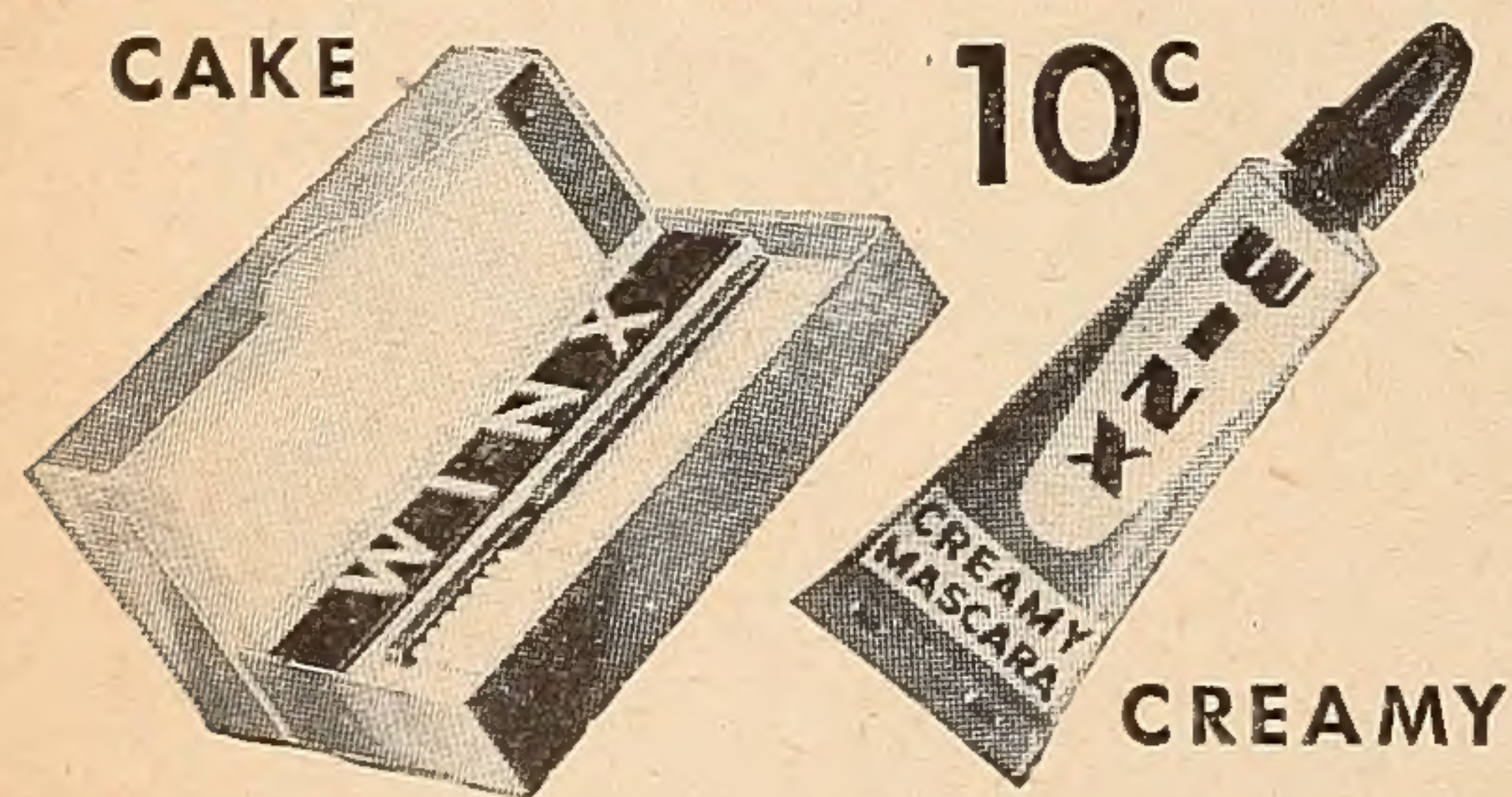
FROM Paris comes the secret of this super-mascara called Winx. Instantly, it gives your lashes a natural accent. It makes skimpy, pale lashes look luxurious, sparkling, alive!

You'll never realize the power of beautiful eyes until you try either Cake or Creamy Winx—my perfected formula of mascara that keeps lashes soft, alluring. Your eyes—framed with lashes darkened by Winx—will have new mystery, new charm.

So safe—smudge-proof, non-smarting, tear-proof—Winx is refined to the last degree. Yet so quick to apply—a morning application lasts until bed-time.

Millions of women prefer Winx to ordinary mascara. New friends are adopting Winx every day. Without delay, you, too, should learn the easy art of having lustrous lashes. Just go to any toilet counter and buy Winx. Darken your lashes—note the instant improvement.

Winx is presented in two convenient forms—the ever-popular Cake (in a box) and the new Creamy (in a tube). Each includes my perfected formula. They differ only in form. Each form has its enthusiasts—hence I offer both. They are for sale at all 10c counters.★



# WINX

for Lovely Eyes

★ If you are not near a 10c store, you may order direct from Ross Company, 243 West 17th Street, New York City, by sending 10c, checking whether you wish ☐ Creamy ☐ Cake ☐ Black ☐ Brown ☐ Blue.

Name .....

Street .....

City .....

State .....

F 3-36

# HOLLYWOOD'S *Tragic* TRILOGY

There's an old tradition that deaths  
happen in threes in filmland

by JOHN WINBURN



John Gilbert and Mary Astor snapped  
at the Trocadero. Left, a scene from  
*The Captain Hates the Sea*

A PALL OF TRAGEDY lies over Hollywood these days.

The trilogy of deaths which the stage and screen folk—always superstitious—believe in, has been fulfilled. First to go was gay, debonair Gordon Westcott, killed in a polo game. The second was Thelma Todd, a victim of monoxide gas. Who would be the inevitable third?

John Gilbert, dying suddenly of a heart attack, closed the macabre record less than a month after Thelma's passing.

Each time there has been a sudden, tragic death, two more have followed. Dorothy Dell began one such series; the great Will Rogers another. In time, Hollywood has come to believe firmly in this tragic trilogy.

Always subject to extremes in his moods, John Gilbert could be tremendously happy, or plunge into the deepest depths of despair. He could never recover from the crushing blow of his lost screen popularity. In his despair over his failure in *Queen Christina* he cast out the one woman whose devotion he sorely needed—Virginia Bruce Gilbert. Afterwards he often said this was the biggest mistake of his life. Virginia, still in love with the man who was father of her two-year-old daughter, was prostrated by the news of his death.

His romance with Greta Garbo came at the height of their careers, when both were Metro stars. Garbo, fearing his strange moods, refused to marry him. Yet she recognized her debt to the dashing Gilbert by asking him to be her leading man in *Queen Christina*, after his star had set!

Intensely proud, Gilbert tortured himself with the thought that Garbo was doing him a favor. He could not do his best work. No longer sweethearts, and hardly friends, their scenes lacked fire.

It was generally believed that the talkies spoiled his career because he lacked a good speaking voice. This was not true. But the ridicule from his first talking effort, with early transcription methods, was fatal, and his temperamental outbursts caused producers to drop him at any excuse. Gilbert's greatest tragedy was a temper he fought to control—and failed.

● COLUMBIA PICTURES OFFERED him an opportunity to stage a comeback in *The Captain Hates the Sea*. Those who saw it remember the reporter, licked by booze, who goes on a sea voyage in the hope of breaking the habit and by writing a book, accomplish something worthwhile. There was something prophetic about that hapless character, splendidly played by Gilbert. His luck had played out; he could no longer accomplish what he set out to do. The picture was finished only under great difficulties, for poor John Gilbert could not escape the torment of mind that made his days miserable, and like the reporter he portrayed, he could not quit drinking.

But women loved him for his weaknesses as well as for his virile strength. Although none of his wives could live with him for long, all of them retained affection for him. He could be a lover, but not a husband. All were happier for having loved him, but none could remain married to him. Thirteen years ago Olivia Burwell divorced him. She since married J. T. Morgan and lives in Phoenix, Arizona. Leatrice Joy, mother of Jack's first daughter, is now Mrs. William Spencer Hook, Jr., and though they live in the film colony, Leatrice has retired from pictures. Both Ina Claire and Virginia Bruce remained married to him for only a short time.



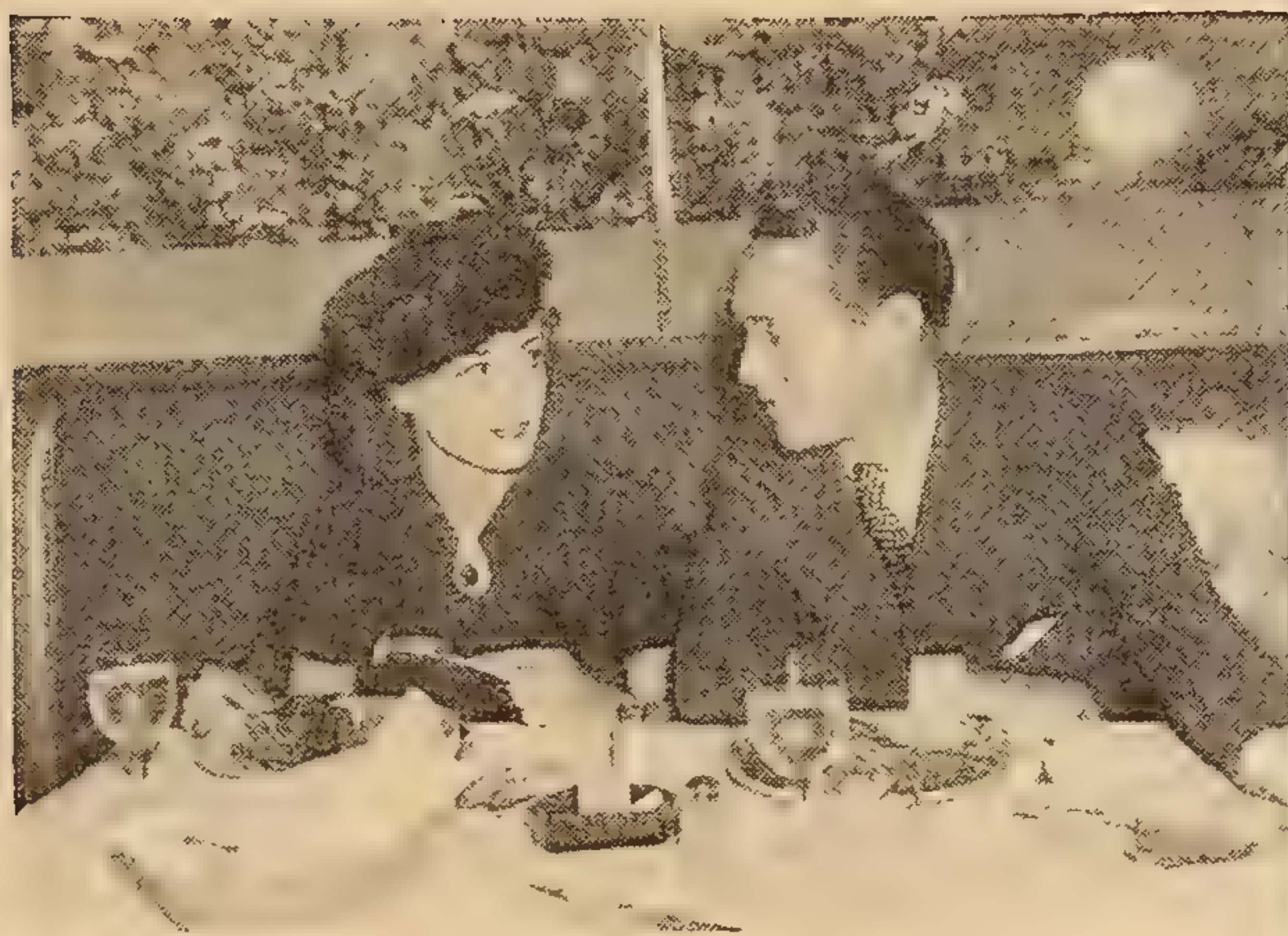


# EYE-WITNESS PHOTOS

by CHARLES RHODES



Like father, like son: an amazing study of Ronnie Howard with his parent, Leslie Howard



Mr. and Mrs. Franchot Tone dine out at the Cafe Lamaze. I can't describe Joan's hat!



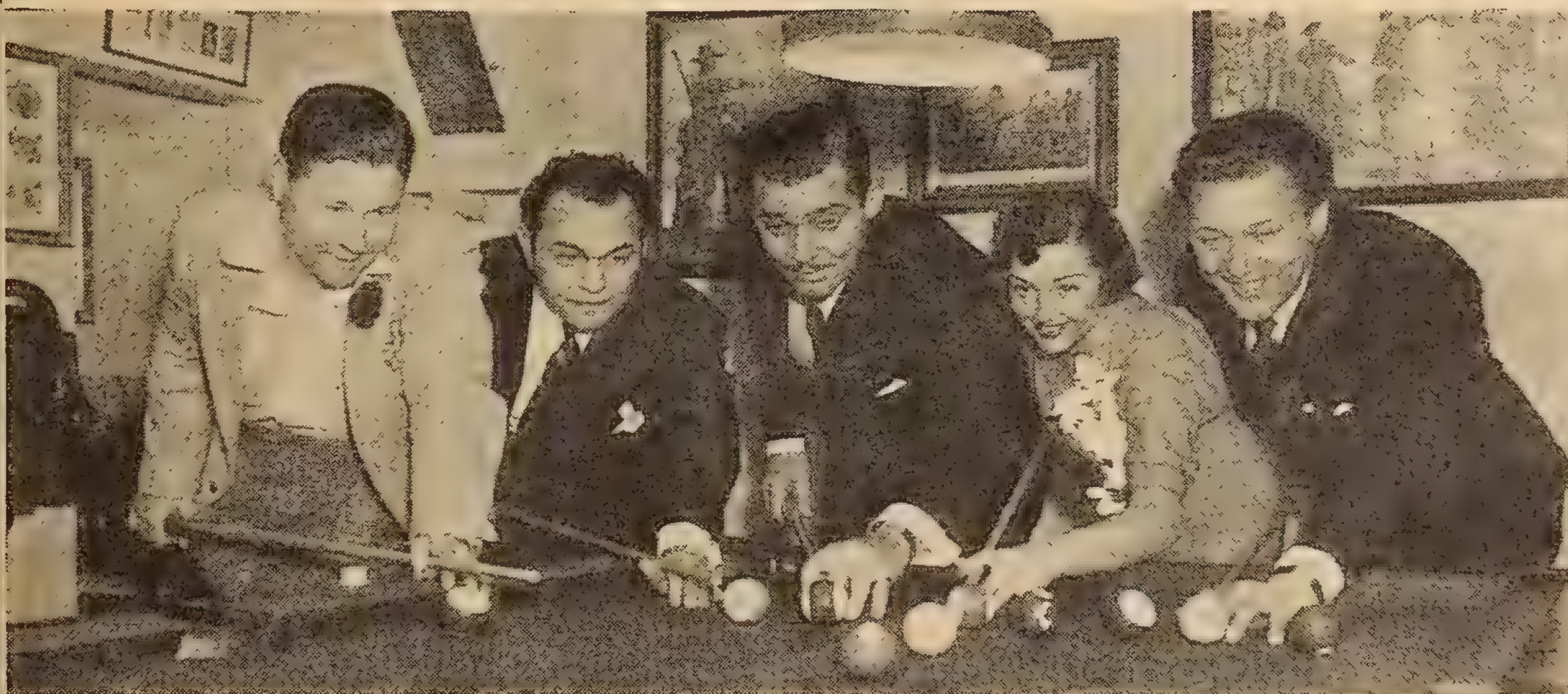
Harmonizing backstage at a benefit party were Dick Powell, Edward Arnold, Binnie Barnes and Bob Taylor. Sure they can sing!



Happy New Year, everyone! George Raft and Virginia Pine greet the dawn at a night club. And did they smile for me!



Pinky Tomlin has been having another party! Here he is with beautiful Alice Faye. I caught them trying to run out on me, but it was all in fun



Never have I snapped such a brilliant assemblage of stars playing a game together. Jack Oakie, E. G. Robinson, Clark Gable, Hostess Arline Judge and Carl Brisson were having real fun when I came along



Two beautiful fashionable ladies posed at the Troc. Arline Judge and Carole Lombard always catch the eyes of the throngs when they visit Hollywood's popular night spots



"SHE HAD THE KIND  
OF LIPS MEN LIKE  
TO KISS"



SAID  
**GARY  
COOPER**



Popular male  
star gives his  
reasons for  
choosing the  
Tangee Girl



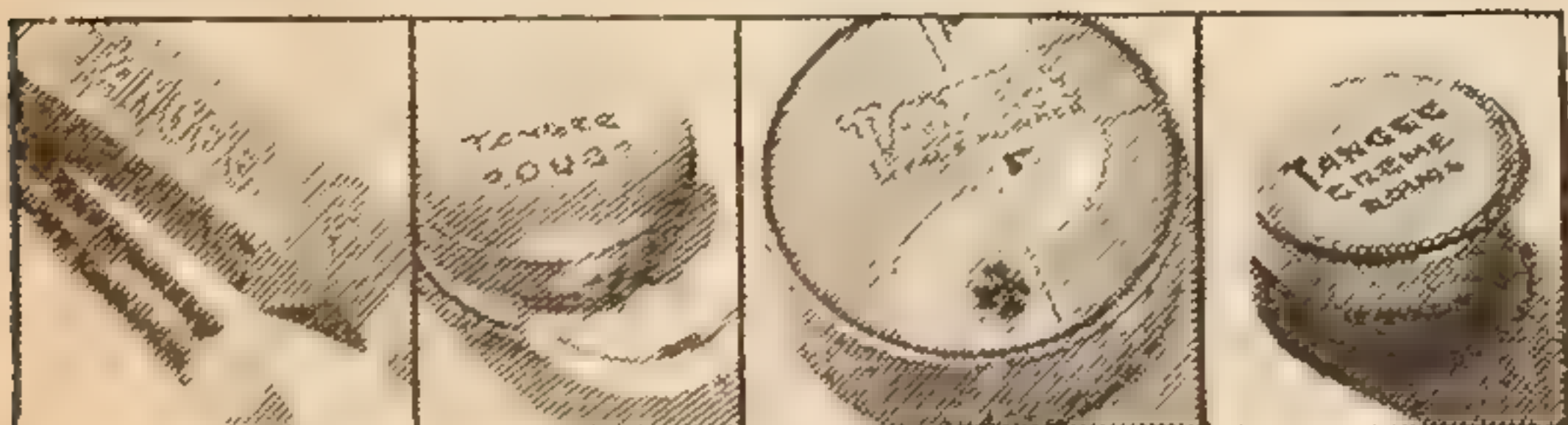
● We presented three lovely girls to Gary Cooper. One wore the ordinary lipstick...one, no lipstick...the third, Tangee.

"Her lips look kissable," he said, choosing the Tangee girl, "because they look natural."

And other men agree. They don't like to kiss lipstick either, and that's why Tangee is so much in vogue today. Tangee makes your lips glow with natural color, but it avoids "that painted look," because *Tangee isn't paint*. If you prefer more color for evening, use Tangee Theatrical. Try Tangee. In two sizes, 39c and \$1.10. Or, for a quick trial, send 10c for the special 4-Piece Miracle Make-Up Set offered below.

● **BEWARE OF SUBSTITUTES**...when you buy. Don't let some sharp sales person switch you to an imitation...there's only one Tangee.

World's Most Famous Lipstick  
**TANGEE**  
ENDS THAT PAINTED LOOK  
*New* FACE POWDER now contains the magic Tangee color principle



★ **4-PIECE MIRACLE MAKE-UP SET**

THE GEORGE W. LUFT COMPANY F-36  
417 Fifth Avenue, New York City

Rush Miracle Make-Up Set of miniature Tangee Lipstick, Rouge Compact, Creme Rouge, Face Powder. I enclose 10¢ (stamps or coin). 15¢ in Canada.

Check Shade ☐ Flesh ☐ Rachel ☐ Light Rachel

Name \_\_\_\_\_ (Please Print)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# Hollywood's News Reel

(Continued from page six)



All the glamour of the old South surrounds Irene Dunne in Universal's production of *Showboat*. Miss Dunne recently did *Magnificent Obsession* on the same lot

## Gary Still Speed King

CLARK GABLE has a new and swanky roadster that he'll sell you very cheap.

Upon his return from his South American trip, Clark espied the costly speedster, a sister ship of Gary Cooper's 135-mile-an-hour snorter, in a show-window, so he stepped in, wrote a check and told the dealer to deliver it at his hotel.

But one trip down Wilshire Boulevard was sufficient for the star. To hold the car within the legal limits, he would have had to have the gear ratio changed.

"If Gary likes that sort of pavement burning, let's admit he's the better man, and let it go at that!" grinned Clark.

• •

## Stars Turn Fans

FILMLAND HAS fallen harder than ever for the lure of the race tracks this year. Among the thousands that have flocked daily to the colorful Santa Anita meet are literally hundreds of filmdom's top stars. The associate members of the racing association alone comprise a veritable Who's Who of Hollywood.

Some of the more ardent fans, many of whom have horses entered in the races, include: Fred Astaire, Warner Baxter, Connie Bennett, Frank Borzage, Frank Capra, Claudette Colbert, Marion Davies, Jimmy Gleason, Walt Disney, Clark Gable, Mae West, Al Jolson, Bing Crosby, Pat O'Brien and Darryl Zanuck.

## Friendly Warfare

WHEN ELEANOR BOARDMAN and King (director) Vidor were divorced a few years back, they agreed they would let the courts decide in case it became necessary to revise their pre-decree financial arrangements covering the settlement King made on Eleanor and the monthly payments for maintenance of the children.

So, when Eleanor decided to put the youngsters in private schools, she had her attorneys file suit to ascertain why King shouldn't be forced to pay \$900 a month instead of the present \$250 for their support.

As the case was docketed for trial, Hollywood was surprised to find King dining Eleanor and the kiddies at Sardi's. "Ho, ho!" breathed the wise ones. "They're about to effect a reconciliation!"

No such thing, however, for the very next day a judge ruled that Eleanor could educate the children on the current \$250.

## Hold-Bob's Search for Talent Ends

Completing its tour of the nation in search of new screen material, the huge "traveling studio" of Universal Pictures and Hold-Bob hair pins, in conjunction with Fawcett Publications, has returned to Hollywood where winning contestants will be named.

The thousands of aspirants who had film tests made during the tour of the country will be informed of the decision as soon as possible. Carl Laemmle, head of Universal, and his staff of judges will study the countless tests carefully and systematically in their search for new talent.





# The Happiest Girl in the World...

AND why shouldn't she be . . . for she holds romance in her hands —hands that reflect the perfection of her grooming and the fastidiousness of her nature. For hands *do* express things that mere words cannot say. If you would be irresistible (yes, hands *can* be irresistible) with graceful, tapering, satin-smooth nails, then use PLAT-NUM, the favorite nail polish of millions of lovely women. Whether you prefer a creme or transparent polish, you may choose from 12 different true-tone shades, any one of which will blend with gown, complexion, lipstick or rouge. PLAT-NUM is really a superior polish. It goes on smoothly, sets evenly and has a lasting quality. It conceals nail imperfections and does not crack, chip, peel or discolor. Gives to your nails a soft, shimmering, shell-like surface. Try a generous, over-size 10c bottle of your own particular shade today. PLAT-NUM is on sale at any 5 and 10 cent store. See the newest shades.



FREE



this booklet

This interesting, informative stiff cover bound booklet will be sent to you upon receipt of 4c in stamps to cover postage.

# PLAT-NUM

## Nail Polish

PLAT-NUM LABORATORIES 80 FIFTH AVE. NEW YORK



# Unprintable ...but **TRUE!**

[They're unprintable! The things that happen to your system when you take a harsh, quick-acting cathartic. Good taste forbids a detailed description]

YOU OUGHT TO KNOW . . . for your health's sake . . . what happens when you introduce a harsh, drastic laxative into your system. One that works too quickly. One that upsets you . . . that rushes unassimilated food through your system . . . that rips and tears its way, leaving you weak, dragged down—internally abused. But, we cannot tell you the graphic details here because they are *too* graphic. This is a family magazine, not a medical textbook.

This much we can say: whenever you need a laxative, be sure the one you take is *correctly timed*. Be sure it is mild and gentle. Ex-Lax meets these important specifications.

## Avoid quick-acting cathartics!

Ex-Lax takes from 6 to 8 hours to accomplish its purpose. It relieves constipation without violence, yet it is completely effective. Elimination is thorough. And so close to normal you hardly know you've taken a laxative.

Because of its gentle action, Ex-Lax doesn't leave you weak, as harsh cathartics do. It doesn't cause stomach pains. It doesn't nauseate you. And you don't need to fear any embarrassment afterwards. It is best to take Ex-Lax at night, when you go to bed. In the morning you will enjoy complete and thorough relief.

## A joy to take!

Another thing people like about Ex-Lax is the fact that it is equally good for children and adults. Thus, you need only *one* laxative in your medicine chest.

And here is still another pleasant thing about Ex-Lax . . . it tastes just like delicious chocolate. Don't ever again offend your palate with some bitter, nasty-tasting laxative!

Get a box of Ex-Lax today. It costs only 10c. There is a big, convenient family size at 25c, too.

**GUARD AGAINST COLDS!** . . . Remember these common-sense rules for fighting colds—get enough sleep, eat sensibly, dress warmly, avoid drafts, keep your feet dry, and *keep regular*, with Ex-Lax, the delicious chocolated laxative.

**When Nature forgets—remember**

# EX-LAX

THE ORIGINAL CHOCOLATED LAXATIVE

### TRY EX-LAX AT OUR EXPENSE!

(Paste this on a penny postcard) F.G.36

Ex-Lax, Inc., P. O. Box 170  
Times-Plaza Station, Brooklyn, N. Y.

I want to try Ex-Lax. Please send free sample.

Name.....

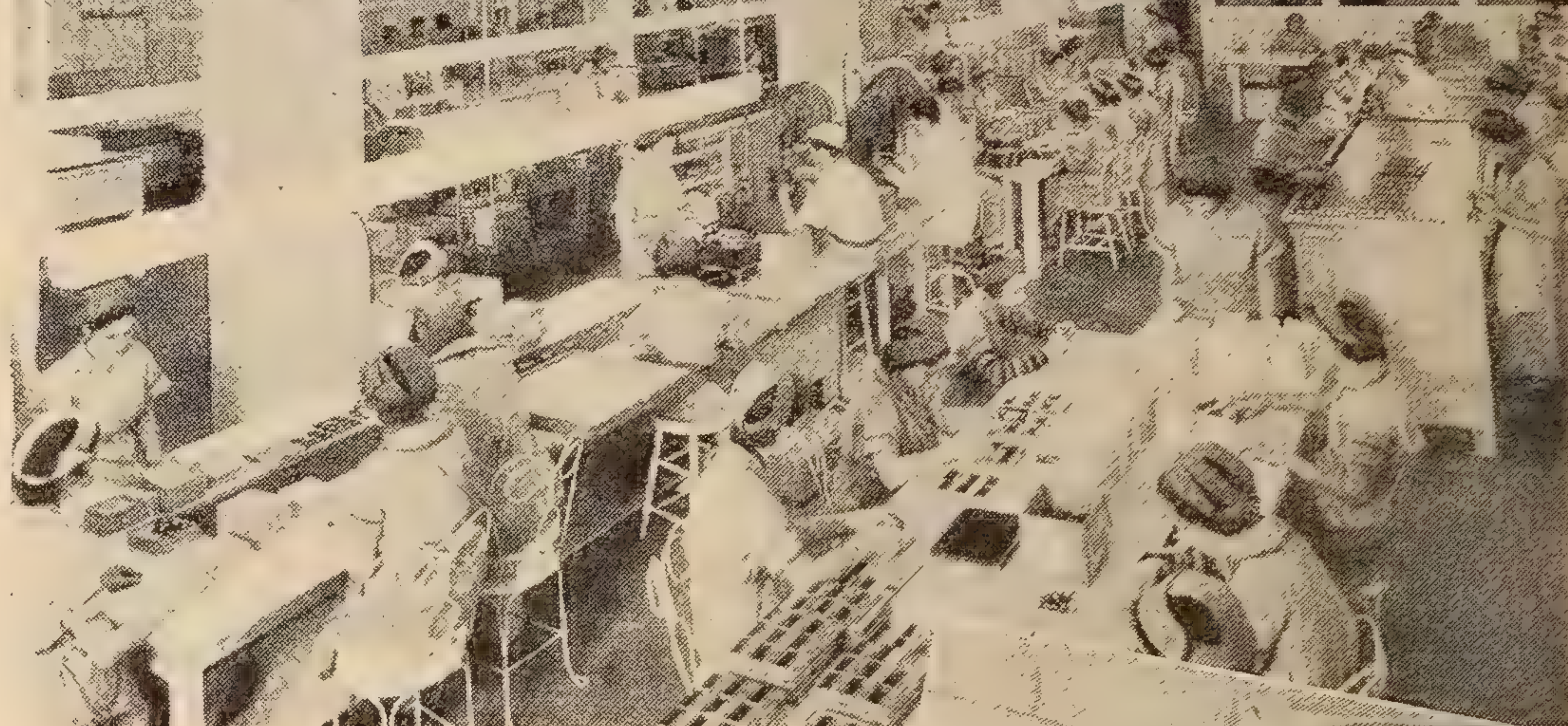
Address.....

City.....Age.....

(If you live in Canada, write Ex-Lax, Ltd.,  
736 Notre Dame St. W., Montreal)

Tune in on "Strange as it Seems," new Ex-Lax Radio Program. See local newspaper for station and time.

# HOW HOLLYWOOD Protects YOUR COSMETICS



by JERRY LANE

**W**HAT ARE YOU putting on your skin? Do you know how safe your cosmetics are?

You entrust your good looks to them—and you can. Without a single qualm because Hollywood has safeguarded them!

It has taken millions of dollars and years of research. But Hollywood has forced the standard of purity in make-up so high that today no woman can afford to go without good cosmetics if she values the health and protection of her skin.

That's a strong statement but here are the facts to back it up. Let's go behind the scenes a minute in the most interesting "factory" in the world . . .

It's right off Hollywood Boulevard on Highland Avenue, a mammoth white structure done in neo-classic style with a studio of beauty in front that has no equal anywhere. Twenty-five years ago it had its inception—when the man who had been cosmetician to the Russian court arrived in the movie capital. *Max Factor*. It became his job to protect the beauty of the most famous women on earth. And, in doing so, to protect the beauty of every woman. So he set to work . . .

● **TODAY** His recently completed Temple of Beauty is an outstanding tribute to how well that work was done.

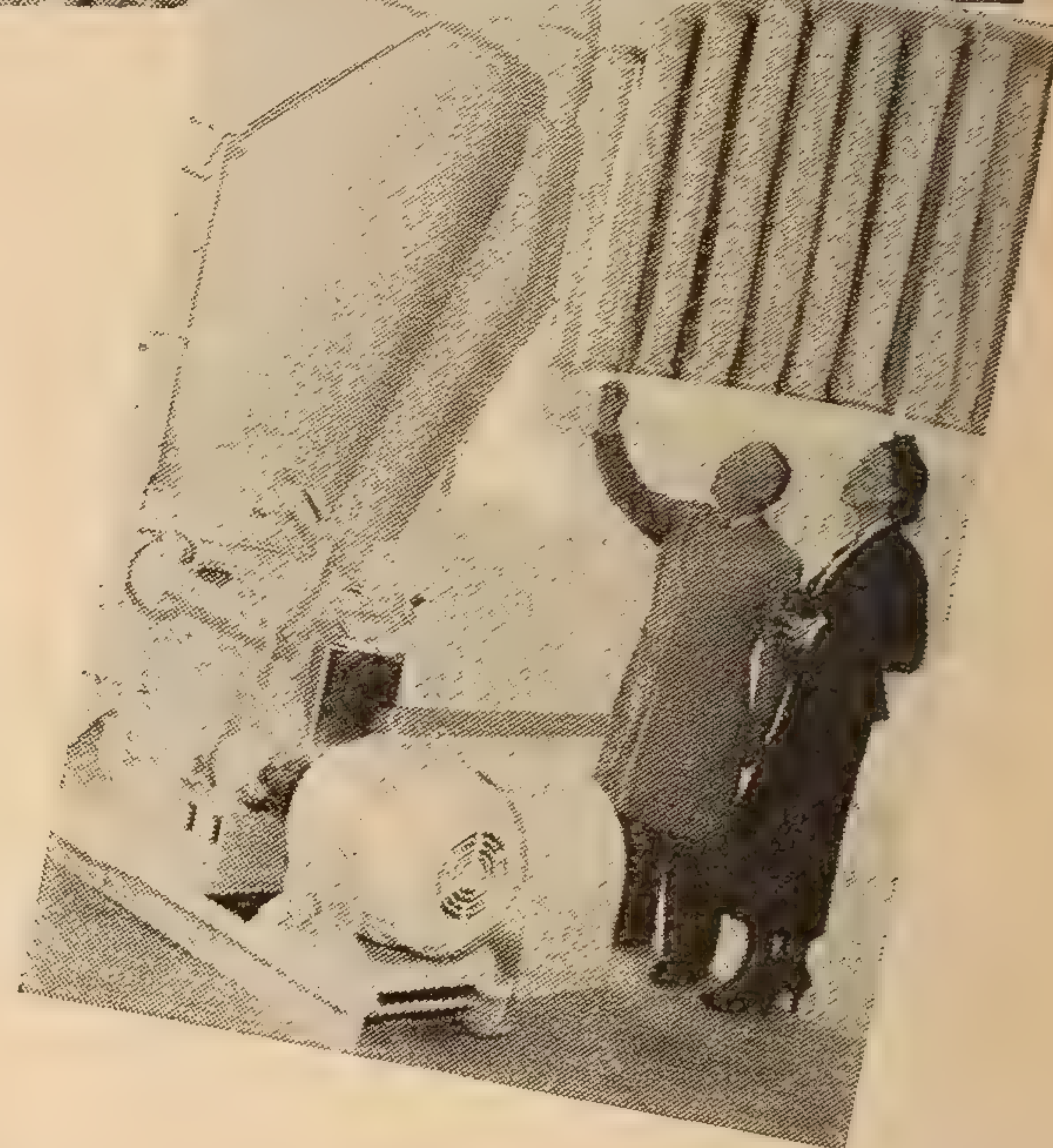
It's a revelation to go behind the scenes, to see how carefully make-up can be manufactured.

Do you know why the medical profession advocates good creams to insure healthy skin?

Do you know why dentists advocate the use of lipstick?

Because cosmetics institutions these days take advantage of all the knowledge medical chemistry has to offer.

On the staff of Max Factor are twelve chemists, each an expert in his line. They have a complete wing to themselves where an astonishing amount of laboratory work goes on. You ask about the green liquid slowly being siphoned into the glass jar . . . a soft, pale green . . .



—Charles Rhodes Photo

Inspection room in Max Factor's new cosmetic plant. Skilled workers check each box and bottle for flaws. Below, Max Factor shows Katherine De Mille a powder mixer, larger than most cement mixers

"That," you're told, "is the foundation of a new cream for bleaching and softening the skin. When will it be on the market? In a year possibly. Or never, unless we can make it finer and more satisfactory than anything yet discovered. We work slowly here because we have to make sure . . ."

● **DOUBLY SURE**—for when a new product is ready for distribution the first thing they do is this: They have what is known as a "preferred mailing list" of ten thousand women all over the country in various walks of life. The product is sent them and they're asked to use it for a few weeks and then to submit an unbiased report. No guesswork, no loopholes.

We step into another laboratory. Raw materials that go into the making of the different beautifiers are being examined. A sample of that new shipment of fine talc is under the microscope. That's what Factor uses as the chief ingredient of his pow- [Continued on page 57]

HOLLYWOOD





*Double the beauty*  
of your hair with a **DUART** wave

*It's Hollywood's choice - it can be yours, too!*

When you see a beautiful permanent wave on the screen, don't envy it—copy it! Simply follow the advice you would get from any Hollywood star. Ask for—and insist that you get—a genuine Duart Wave. It is easy to be certain. Duart waving pads come in individual **SEALED** packages. One for each patron. Your permanent waver will let you break the seal yourself. Then you'll know the pads are fresh, clean, never used on another person's hair. You'll know that *your wave* is to be a *genuine Duart*—the choice of the Hollywood stars. The same snug little curls, and soft lustrous waves, that everyone admires on the screen, will adorn your own pretty head.

To copy a screen star's hairstyle, send for the **FREE BOOKLET** showing the Hollywood stars' newest spring coiffures. Sent free with a full size, two rinse package of Duart's Hollywood Hair Rinse. It adds attractive glint and sparkle. Choose from 12 lovely tints. Not a dye. Send 10 cents to cover cost of wrapping and mailing.

**DUART WAVES ARE THE CHOICE OF THE HOLLYWOOD STARS**

**DEMAND THIS SEALED PACKAGE  
FOR A GENUINE DUART WAVE**



**SEND 10c FOR HAIR RINSE AND FREE BOOKLET**

DUART, 984 Folsom Street, San Francisco, California.  
Enclosed find 10c; send me shade of rinse marked and  
copy of your booklet, "Smart New Coiffures."

- |   |  |  |  |
|---|--|--|--|
| <input type="checkbox"/> Dark Brown           | <input type="checkbox"/> Henna Golden Brown    | <input type="checkbox"/> Ash Blonde    | <input type="checkbox"/> White or Gray       |
| <input type="checkbox"/> Chestnut Brown       | <input type="checkbox"/> Titian Reddish Blonde | <input type="checkbox"/> Medium Brown  | <input type="checkbox"/> (Platinum)          |
| <input type="checkbox"/> Titian Reddish Brown | <input type="checkbox"/> Black                 | <input type="checkbox"/> Golden Blonde | <input type="checkbox"/> Light Golden Blonde |

Name.....

Address.....

City.....State.....



Lovely hands

DEMAND A POLISH  
THAT DOESN'T STREAK OR PEEL



GLAZO'S AUTHENTIC COLORS  
WEAR 2 TO 4 DAYS LONGER

**W**HAT are the things that every smart woman expects of her nail polish? It must be outstandingly lovely! It must apply easily and evenly, without streaking. It must wear long and gracefully, without peeling or chipping—or your nails will soon look shabby.

Glazo's glorious colors are approved by beauty and fashion authorities. Glazo has solved the streaking problem—and it's the easiest to apply, with its special, improved brush. And because Glazo is so superior in quality, it wears days longer than you've been accustomed to expect.

Just try Glazo, and discover how lovely your hands can be. Formerly much more, Glazo Manicure Preparations are now only 20 cents each.



GLAZO

... The Smart Manicure

# When HEPBURN Had A Fit!

Temperament or clothes—Katharine  
had a fit any way you look at it!

by JERRY ASHER

**I**F YOU WANT to get the real lowdown on a movie star, ask the man who knows one!

In this particular case our man happens to be Walter Plunkett, personal friend of Katharine Hepburn and the man who created many of her clothes. His position on the RKO lot until he recently went to New York was an enviable one. Aside from working for such stars as Ann Harding and Irene Dunne, Walter is one of the few people whose good fortune it is, really to know Hepburn.

Dozens of stories have poured out of Hollywood on the tempestuous Kate. Next to Garbo she is the most widely-discussed enigma of the day. She has been quoted and misquoted by the best of them. Her most intimate secrets have been revealed, her private life discussed like an open book. Yet, it is a known fact that Hepburn does not grant interviews and except on rare occasions, has never given out statements for publication. Most of the Hepburn information comes by such a devious route, it is with a mingled feeling of enthusiasm and authenticity, that this story is being written.

● To OUR KNOWLEDGE there are three places where a movie star can get away from it all. The beauty parlor, the bath room and the fitting room offer a haven of refuge, where our lady can absolutely be herself and feel safe from prying eyes. If Hepburn hides herself under a drier, only she herself knows where and when. Naturally we have never tried to interview her when she is taking a bath. To Walter Plunkett we owe this story on Hepburn, when she is having a "fit."

"Katharine Hepburn is one of the few women who instantly knows what she wants," says Walter Plunkett. "Not only is she quick in her decisions but she has definite reasons for them. I have never once heard her say, 'do you think maybe—we might do this or that.' She says what she thinks, she knows what she wants and she doesn't change her mind five minutes later.

"It is impossible to fool Hepburn on materials or get her to use substitutes.



Fitting Katharine Hepburn is an intricate task, as this photo of a classic Grecian type of formal gown reveals. The gown was designed by Bernard Newman, of RKO

She can be just as enthusiastic over the plainest denim as the most costly brocade, providing of course that it is suitable for the purpose she has in mind. She loathes trimmings of any kind and insists on the utmost simplicity in the designing of her costumes.

● "HEPBURN IS VERY sensitive to color but is not emotionally moved to showing partiality. As a matter of fact, she usually selects some unpopular color like taupe or an odd wine shade. Before she okays it, she first finds out how it will photograph on the screen. Once she happened to select a certain material, but there was [Continued on page 60]



# "Strictly Personal..."

but thousands of women asked me to explain why Kotex  
can't chafe ... can't fail ... can't show"

*Mary Pauline Callender* Author of "Marjorie May's Twelfth Birthday"



## *Can't chafe*

Because the sides of Kotex are cushioned in a special, soft, downy cotton—all chafing, all irritation is prevented. Thus Wondersoft Kotex provides lasting comfort and freedom. But sides only are cushioned—the center surface is left free to absorb.



## *Can't fail*

Because Kotex has a special "Equalizer" center whose channels guide moisture evenly the whole length of the pad. Gives "body" but not bulk—prevents twisting and roping. The filler of Kotex is actually 5 TIMES more absorbent than cotton.



## *Can't show*

Because the ends of Kotex are not only rounded, but flattened and tapered besides. Absolute invisibility — no tiny wrinkles whatsoever. Even the sheerest dress, the closest-fitting gown, reveals no telltale lines.



**NOW 3 TYPES  
OF KOTEX**

*All at the Same  
Low Price*

**IN THE BLUE BOX—Regular Kotex.** Ideal for the ordinary needs of most women. Combines full protection with utmost comfort. The millions who are completely satisfied with Regular Kotex will have no reason to change.

**IN THE GREEN BOX—Junior Kotex.** Somewhat narrower than Regular. Designed at the request of women of slight stature and younger girls. Thousands will find Junior Kotex suitable for certain days when less protection is needed.

**IN THE BROWN BOX—Super Kotex.** For more protection on some days it is only natural that you desire a napkin with greater absorbency. The extra layers in Super Kotex give you extra protection, yet it is no longer or wider than Regular.

# WONDERSOFT KOTEX

**A SANITARY NAPKIN**  
*made from Cellucotton (not cotton)*





## Do you know the 8th WOMAN?

Why be miserable, or even uncomfortable certain days of every month? Be that eighth woman who lets Midol carry her serenely through those difficult days. There used to be eight million sufferers every month. Today a million women are smart enough to use Midol and escape this regular martyrdom to pain.

• You can depend on Midol. Tiny tablets, perfectly pleasant to take. *Not* narcotic. A merciful medicine which specialists recommend for regular pain. Nature doesn't make the woman who uses Midol give up a cherished "date" for the theatre—or even a dance. It means freedom!

This truly remarkable medicine may be taken any time, preferably at the first sign of approaching pain, to avoid the suffering altogether. But Midol is effective even when the pain has caught you unaware and has reached its height. It is effective for hours, so two tablets should carry you through your worst day.

You get these tablets in a trim little aluminum case. All druggists have them—they're usually right out on the toilet goods counter. Or clip coupon:



*An enjoyable evening, no trace of pain; the time of month forgotten—thanks to Midol.*

Try it  free!

For the proof that Midol does relieve periodic pain, send for a free trial box to MIDOL, Dept. C-36, 170 Varick St., New York.

Name \_\_\_\_\_

Street \_\_\_\_\_

P. O. \_\_\_\_\_

# HARRY CARR'S *Shooting Script*

IF THE PRESENT craze for biography had been on when Paramount made *Old Ironsides*, much tragedy and about \$2,000,000 would have been saved.

I know because I supplied the idea for that picture and upon my innocent head was poured the blame.

What I wanted them to do was to tell the life story of Stephen Decatur—one of the gayest, most gallant of our national heroes.

But it was the moment when the movies were all for plotless simplicity and Lawrence Stallings came along and got \$50,000 for a story in which I never could find anything happening except that the boat rocked.

Stephen Decatur would still be a great story for the screen.

### Jackie Coogan

It staggers me to discover that Jackie Coogan's screen career netted him \$1,500,000—and he still has the dough.

The truth is that Jackie never made another real hit after *The Kid*—where he basked in the warmth of the genius of Charlie Chaplin.

Very skillful handling on the part of his father carried him on for several years—until he grew too large—on sheer momentum.

### Screen Lovers

Sam Goldwyn has found a sure-fire love-bird team in Joel McCrea and Miriam Hopkins.

*Splendor* pushes along their hit in *The Richest Girl in the World*.

Sammy is a gentleman with many good breaks and many afflictions. In Miriam Hopkins and Merle Oberon he has two of the strongest stars on the screen but two of the hardest for whom to find stories. That was the tragedy of Anna Sten. Per-



Margaret Sullavan continues her surge upward with *Next Time We Love*, a major production at Universal

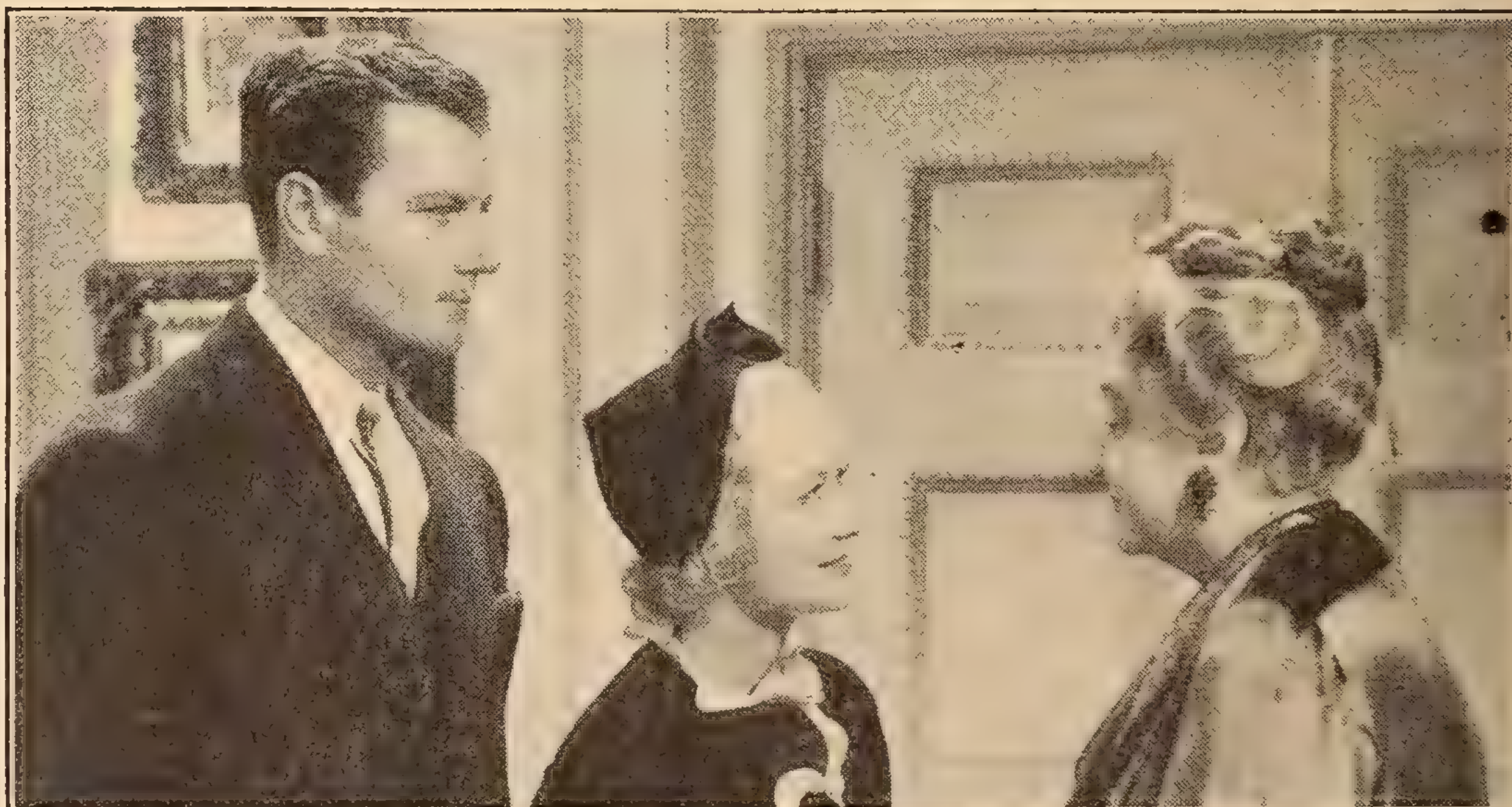
sonally, she was the most attractive of all the stars who have ever come to us from Europe; but his whole staff never could manage to dig up stories for her.

Oddly enough, stories for really striking personalities are harder to find than for little people.

### The Good Earth

If it is true—which I very much doubt—that M-G-M had such a desperate time finding Chinese actors for *Good Earth*, then I shall have to say that the casting directors showed their dumbness.

The place to have found them was in Honolulu. The cultured Chinese there have had the most excellent amateur dramatic societies for years—something like



Joel McCrea and Miriam Hopkins, shown here in a scene from *Splendor* with Helen Westley, have become the newest romantic team in Hollywood. Their next feature will be *These Three*, with Merle Oberon





—Charles Rhodes Photo

Meet Beverly Hills, favorite race horse of Clark Gable. Beverly Hills received much backing from film folk at Santa Anita track

the Pasadena Community Playhouse. I know Chinese girls in Honolulu who are so gorgeously beautiful that they fairly take your breath away.

There would have been no difficulty whatever in having cast the whole picture there.

#### New Playground

With the advent of the clipper ships, Honolulu will become the new playground of the film stars. The islands will be only seventeen hours away with almost perfect flying conditions. Jean Harlow has made arrangements to buy a pineapple plantation on Oahu, where Janet Gaynor already owns a vacation resting place.

Honolulu is very likely to become a new playground for Hollywood.

#### Going Argentine

Arturo Ramos, the Argentine hot tamale who is being divorced from Millicent Rogers, will surely be grabbed up by the studios.

#### The Sullavan

In *So Red the Rose*, Margaret Sullavan has established herself. The story of Stark Young may have been a little sticky and cloying to the sophisticated but not to folks like me, and Miss Sullavan was exquisite. She had more juice and flavor than Lillian Gish, with whom she has been compared. She was more like Ethel Barrymore in her sweet young days—if she has to be like anybody other than herself.

Big things are expected of Miss Sullavan in her next production, *Next Time We Love*. Universal is giving the film a colorful background on the theory that it will make the little star just about a grand slam at the box office.

MARCH, 1936

*They also were lovely to look at...but*



## *She was so Dainty... so Alluringly Fragrant*

**She knew this lovelier way to avoid offending . . . fragrant baths with Cashmere Bouquet!**

**H**OW wise to guard your personal daintiness this lovelier, more feminine way! Bathe with this exquisite scented soap that keeps you always *fragrantly dainty*!

Cashmere Bouquet's deep-cleansing lather frees you completely from any danger of body odor . . . Makes you so *immaculately* sweet and clean.

Then—long after your bath—the delicate, flower-like perfume of this creamy-white soap still lingers . . . Clings about you glamorously, giving you new, appealing charm.

You will want to use this fine, pure soap for your complexion, too. Its rich, luxurious lather is so gentle and caressing. Yet it goes down into each pore and removes every bit

of dirt and cosmetics . . . Keeps your skin radiantly clear, alluringly smooth.

And Cashmere Bouquet now costs only 10¢ a cake. The same superb soap which, for generations, has been 25¢. The same size cake, hard-milled and long-lasting . . . Scented with the same delicate blend of 17 rare and costly perfumes.

Why not order three cakes today? Sold at all drug, department, and 10¢ stores.

**NOW ONLY 10¢ the former 25¢ size**



BATHE WITH

*Cashmere Bouquet*

THE LOVELIER WAY TO AVOID OFFENDING





# ON THE *Trail of the Lonesome Pine*

Here's a glimpse of a film crew working on the wind-blown peaks of California's high mountains

by LARRY PANKHURST

**H**ENRY FONDA had a narrow escape from death. The ducks got temperamental and wouldn't act. Director Henry Hathaway spent his off hours praying for driving winds and a good old mountain blizzard.

Those were among the outstanding off-script woes that served to make martyrs of the Walter Wanger crew filming *The Trail of the Lonesome Pine* high in the Big Bear Lake country of the San Bernardino mountains.

You'll see it before long in Technicolor, and if Mr. Wanger's suspicions are correct, thereafter colorless pictures will be as passé as those without sound. You'll see a grand cast which includes Sylvia Sidney, Fred MacMurray, Henry Fonda, Fred Stone, and Spanky McFarland. You will get a glimpse of some of California's most spectacular country, in natural colors, without the usual too-brilliant hues. And above all, you will find an old favorite novel brought realistically to the screen.

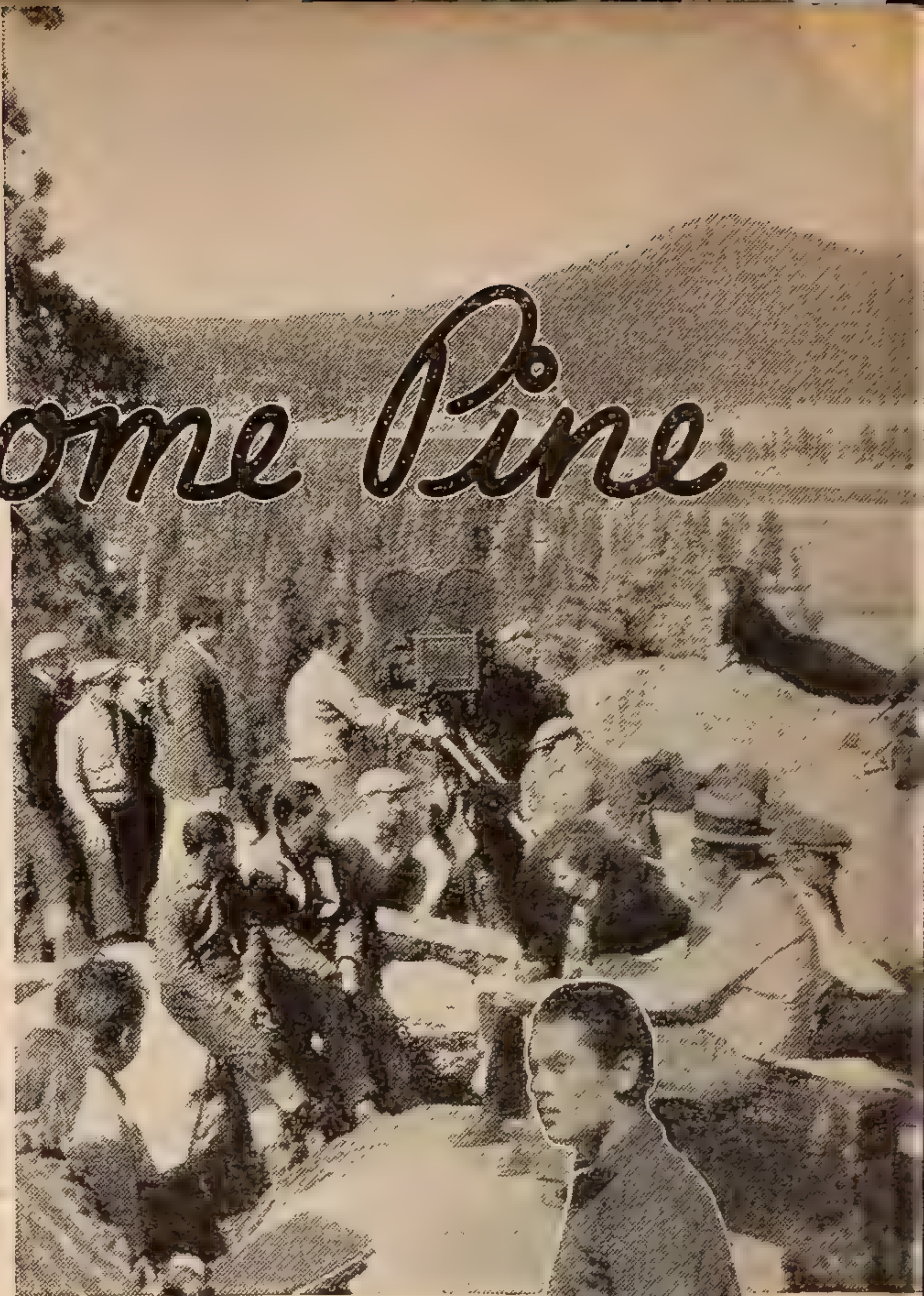
MacMurray is cast as the young civil engineer who disrupts the quiet life of the Virginia mountaineers with plans

for a railroad into the back country. Sylvia Sidney is the lass he sends to the city to get educated. Henry Fonda plays the rôle of a sturdy back country man, third corner of the inevitable triangle. How Sylvia acquires polish while Fred reverts to more primitive life is an old story but it receives brilliant treatment in the capable hands of Henry Hathaway.

The whole crew revealed an amazing respect for Hathaway, who had to assume a sort of "slave driver" rôle because of the tremendous production costs that mounted higher every day. They liked him because he was genuine and sincere, and because he had worked his way up from a prop job to a director of westerns. Subsequently he turned out several hit pictures, with *Lives of a Bengal Lancer* topping his efforts to date.

● FONDA'S CLOSE ESCAPE from death came through a very common and dangerous practice. He had just driven in to the Peter Pan Club, four miles from location. The temperature was well below freezing and his car had no anti-freeze in the radiator. So Henry closed the garage doors, got back into the car, turned on the radio and ran the motor at slow speed to warm up the garage. We'll let him tell you the rest of it:

"I sat there listening to the music," Henry said. "Then I began feeling a bit drowsy. I thought it was because I had been having a pretty active day on location. If I hadn't suddenly felt nauseated, it might never have occurred to me that I was about to become a victim of carbon monoxide poisoning I hadn't



Sylvia Sidney and Henry Fonda, pictured above, play two parts of a love triangle with Fred MacMurray in the third corner. Below, a rustic mill beside a cool mountain lake, chief locale of the story





even noticed the noxious exhaust fumes. "Luckily, it came to me with a loud mental bang. For one brief instant I was scared silly. It took real effort to shut off the motor and grope my way out of the place. But I reached fresh air just in time, and soon got over the effects of the fumes."

There were two principal locations for the films. One was at a small lake just over the hill from Big Bear. Here they built a rustic saw mill with a huge wooden water wheel. It's a semi-practical structure, and after the company is through shooting the dam watchman will alter it into a home for himself. The prop department brought along a flock of ducks, a half dozen mongrels from the city pound (all of them found homes among the crew members in short order), several doves, a cow or two, a herd of mules, and a lumbering scoop shovel mounted on caterpillar wheels.

● THE SECOND location was more isolated.

A one-way dirt road led six miles up over mountain tops and narrow passes to Moon Ridge, some 8,000 feet above sea level. It undoubtedly was the original home of cold winds and unearthly temperatures. Here on Moon Ridge, with eternity all around the railroad was built into the "Virginia" mountains, and here too was the Lonesome Pine, standing alone by itself among wind-swept boulders. To the east was the desert, with Palm Springs basking beyond one's sight. To the north was Mount Grayback, its sides glistening with snow. To the west, beyond the next high point, was Hollywood, 140 miles away. At sunset you could catch the rays playing on the Pacific Ocean, and after dark you could see the lights gleaming in Los Angeles.

Hathaway's job, along with his color expert, was to get the most out of the natural surroundings. They added in one whole scene just to catch a picture of a berry bush glistening with icicles.

● WHEN IT CAME time to catch a scene of Fonda feeding the ducks in the lake, the fowl turned temperamental and adjourned to the corner furthest from the old mill. Ten minutes was spent trying to drive them back to the proper spot.

"Wouldn't Mr. Wanger fret if he saw the delay!" a cameraman's assistant said. More time passed. An airplane roared in overhead. The ducks came in at last, only to swim away again. A man took after them in a rowboat while others pelted rocks in their path.

Then it happened. Producer Walter Wanger walked around the bend in the road just in time to see practically every member of the crew diligently heaving rocks at the ducks. He grinned like a kid and joined in. The ducks ducked. They dodged. They back-watered. They protested audibly. But the crew was not to be denied, and the scene was finally caught without a human or duck casualty.









And where did Mr. Wanger come from? Hollywood, of course. In 38 minutes, aboard that airplane that had just roared overhead. Two hours later he was back in Hollywood. That's the way Wanger operates.

It will be a good idea to keep your eye on *The Trail*. We have an idea it may lead the whole industry into a new and startling panorama of color. And even if it doesn't, it cannot miss being a grand picture full of beautiful scenery.

# Reduce your WAIST THREE INCHES . . . . AND HIPS IN TEN DAYS

with the  
**PERFOLASTIC GIRDLE**  
or it won't cost  
you one cent!

**Read how Miss Jean Healy reduced her hips 9 INCHES!**

 <p>"Why Jean! What a gorgeous figure, how did you get so thin?"</p>	 <p>"I read an 'ad' of the Perfollastic Co. and sent for their FREE folder."</p>
 <p>"I really felt better, my back no longer ached, and I had a new feeling of energy."</p>	 <p>"The massage-like action did it . . . the fat seemed to have melted away."</p>
 <p>"They actually allowed me to wear the Perfollastic for 10 days on trial . . ."</p>	 <p>"and in 10 days, by actual measurement, my hips were 3 INCHES SMALLER."</p>
 <p>"In a very short time I had reduced my hips 9 inches and my weight 20 pounds"</p>	 <p>"Jean, that's wonderful, I'll send for my girdle today!"</p>

## You Can TEST the PERFOLASTIC GIRDLE and BRASSIERE For 10 DAYS at our expense!

**WE WANT YOU** to try the Perfollastic Girdle and Uplift Brassiere. Test them for yourself for 10 days absolutely FREE. Then, if you have not reduced at least 3 inches around waist and hips, they will cost you nothing!

### THE MESSAGE-LIKE ACTION REDUCES QUICKLY, EASILY and SAFELY

■ The massage-like action of these famous Perfollastic Reducing Garments takes the place of months of tiring exercises. It removes surplus fat and stimulates the body once more into energetic health.

### KEEPS YOUR BODY COOL AND FRESH

■ The ventilating perforations allow the skin pores to breathe normally. The inner surface of the Perfollastic is a delightfully soft, satinized fabric, especially designed to wear next to the body. It does away with all irritation, chafing and discomfort, keeping your body cool

and fresh at all times. A special adjustable back allows for perfect fit as inches disappear.

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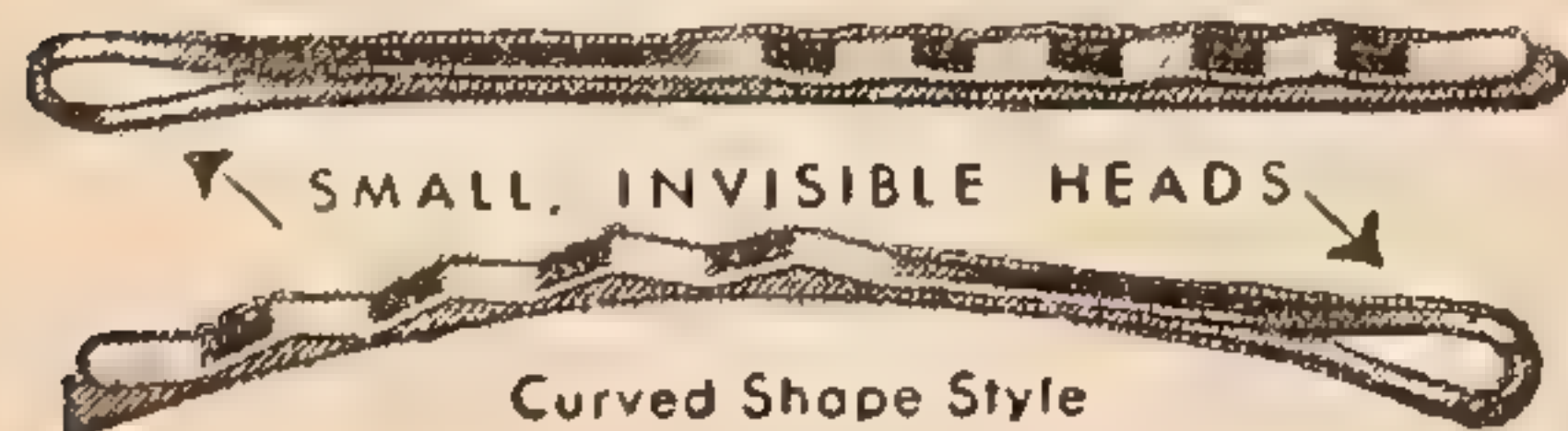
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# All Aboard!

## for the tour to MOVIELAND



Hollywood Magazine's special train promises the most thrilling trip of an entire lifetime to America's most colorful and glamorous city!

**H**ow Would you like to visit Hollywood on your vacation this summer, and actually get to see the inside of a famous movie studio? Thousands of tourists annually flock to film-land, but few indeed ever see the exclusive side of the studio gates—but you can do it if you join HOLLYWOOD Magazine's economical Movieland Tour of 1936, the second annual vacation trip to the land of sunshine and stars!

Shirley Temple's home studio—the famous 20th Century-Fox company—will be your host this summer. A big special train will be made up in Chicago and begin the exciting adventure July 19.

You will get to see the colorful Northwest, with stops in the twin cities of Minneapolis and St. Paul, Yellowstone Park and Seattle. From the Pacific Northwest the train will swing down the coast, visiting San Francisco before arriving in America's most unusual town, Hollywood.

● IN FILMLAND the Movieland Tour will make its headquarters at the Roosevelt Hotel on Hollywood Boulevard, with a grand round of entertainment scheduled to make every minute of the stay in Hollywood an exciting experience.

Stars you have always wanted to see will actually be [Continued on page 55]



Here's an airplane view of 20th Century-Fox studio, which will open its gates to members of the Movieland Tour. Reading down from the top are some of the stars who will greet the visitors: Shirley Temple, Warner Baxter, Rochelle Hudson and Ronald Colman

HOLLYWOOD



# MEET THE QUINTS

Hollywood's Five Star Feature—  
The World's Greatest Sister Act

by GENE LORTON

MILLIONS OF WOMEN went wild over Valentino when he appeared in *The Four Horsemen* and the nation absolutely raved about *The Three Little Pigs*, a couple of years ago. But not even Garbo receives the worship or excites the curiosity of the world, half as much as do Hollywood's five new movie stars, the Dionne quintuplets, Yvonne, Annette, Cecile, Emilie and Marie. More than half a million men, women and children did not come to Hollywood in 1935 to see Garbo but that many did drive out of their way to see the quints.

The five little movie stars will appear in a picture called *Country Doctor*. The story is not that of Dr. Dafoe but it might be his or that of a number of thousands of other rural practitioners. Will Rogers was said to be preparing to play the leading rôle, *Doctor Luke*, when he met his untimely end. As a result, Jean Hersholt, veteran of more than 450 films, will act the part. There are other people in the cast but the five Dionne quintuplets will be the center of attraction.

Volumes have been written about these amazing babies. This is the story of how they became movie stars and how they behaved, not as movie stars, but as all normal, healthy babies do, while the camera was turning. But you will not only see the quins, in person on the screen, you will hear them, their baby prattle and their musical laughter. And you will also hear them hum as their nurse sings to them in French!

● IT ALL BEGAN when a Chicago newspaper man named Charles Blake got an idea. He put it into story form and submitted it to a Hollywood studio only to have it turned down. But astute Darryl Zanuck saw its possibilities at once and 20th Century-Fox sent Mr. Blake a fat check.

Since it was impossible to bring the babies to Hollywood, Hollywood went to them—Henry King, the director, Jean Hersholt, Cameraman, Dan Clark, and several other necessary people to shoot the pictures. Now, Hollywood's reputation had reached even into the hospital home of the quints and Doctor Dafoe was beset by the fear of a gang of roughnecks who swilled gin and broke up furniture and perhaps even stuck pins in babies. Before he at last agreed to permit them to be filmed—and his word is law—he had first to be assured that Hollywood folk are not, as bad as painted.

When the picture people at last arrived in Callander, it was a bright sunshiny Canadian day. The temperature was 15 below zero. Accustomed to Hollywood's salubrious climate, they sought warm



—Photo World Copyright by NEA Service

Here's the way these amazing quintuplets will look in *The Country Doctor*. Dorothy Peterson plays the rôle of the nurse. Jean Hersholt doubles for Dr. Dafoe

## DIONNE BOX SCORE

	Weight at Birth	Weight During Filming
Yvonne	2 lbs. 6 oz.	23 lbs. 4 oz.
Annette	2 lbs. 4 oz.	23 lbs. 3 oz.
Cecile	2 lbs. 1 oz.	22 lbs. 10 oz.
Emilie	1 lb. 13 oz.	22 lbs. 2 oz.
Marie	1 lb. 10 oz.	19 lbs. 9 oz.

Age at filming: 19 months.

Approximate range for most children: 22 to 25 lbs.

places to go and were amazed to find the five laughing little Dionne babies, out on the sun-porch, getting the air! They even let them sit out there, warmly clad to be sure, when it was 20 to 25 below and they love it. No mother could take the excellent and loving care of these famous five, especially when she has five other children, that Dr. Dafoe and the quint's nurses, Mlles. Lamoureux and Leroux do. And the children love them all. Jean Hersholt, when he first appeared in screen make-up, so closely resembled Dr. Dafoe that the five quints gurgled with glee but gave Mr. Hersholt sour looks when his voice and diction revealed that he was not their idol.

● THE SOUND recording apparatus had to be placed in the basement because the nursery was too small. Only the director, one cameraman, one electrician and the two players who appear in scenes with the quints, were ever allowed in the room. All of them, except, of course, Jean Hersholt and Dorothy Peterson who is film nurse, had to wear gauze masks. Doctor Dafoe was taking no chance of a stray Hollywood germ lighting on his babies.

"No one can identify them from a photograph," Mr. Hersholt told me upon his return, "and although there is a great resemblance, each seems to have a different personality. Emilie seems to have a smaller face than the rest and makes eyes at every man who comes in the room. She's a natural flirt. Yvonne is supposed to be the most vivacious and Annette more appeal. Cecile is the humorist of the bunch. I believe that Yvonne weighs most and they all [Continued on page 56]



# When **FREDRIC MARCH** Got Spanked

It was a long trail down to the woodshed, but that's how this romantic star moved toward fame!

by BARBARA BARRY



Believe it or don't, the angelic-looking lad at the top left is Freddie March at an age when he was the rowdy-dow of Racine, with Papa Bickel on the right. Center, Merle Oberon, Herbert Marshall and Freddie demonstrate how to be bored with one another on the set

UP THE SHADY street, of a summer's afternoon, flounced Miss Elmira Trott (the name will do as well as any other). Mad as "hops" she was. And—sniff!—good reason, too!

One hand clutched a black umbrella, and the other, the reasonably clean ear of a grotesquely attired youngster who squirmed protestingly at every step.

Pausing only long enough to renew her grip on the unhappy young gentleman's ear, Miss Trott turned up the walk leading to a modest residence, and, resting her umbrella against the porch rail, she turned the bell imperatively.

"Missus Bickel!" she announced acidly to the woman who appeared in the doorway, "somethin's got to be done!

This young 'un of yours was apin' me agin, just like t'other day! Right across from my own house he was paradin' . . . flippin' and twitchin' that Sunday black silk o' yours . . . bold as brass! I ain't goin' to stand for it, Missus Bickel. I don't have to, and I won't!"

"Freddie!" Missus Bickel eyed the bedraggled Sunday black silk, tangled dustily about the feet of her obstreperous offspring. She wasn't surprised. Freddie had been dragged home before—and by bigger and better citizens than Miss Trott. Punishment seemed useless but. . . .

"I'll tend to him!" she promised the indignant lady (?). "Freddie! Come in

here!" and, reaching out, she relieved Miss Trott of her handful of ear.

● GRIMLY, SHE MARCHED our apologetic Freddie down the familiar path to the woodshed.

"I'm sorry, ma . . . Aw, gosh, ma . . . we was just havin' fun!"

"Fun!" the woodshed door slammed behind them with an unrelenting bang. "You've ruined my Sunday black silk! . . . I'll teach you to 'ape' folks . . .!"

But Freddie Bickel—Freddie March, to you—didn't have to be taught. The art of mimicry was a natural gift. A gift that was, in later years, to win him an award from the Academy of Arts and Sciences for a masterful bit of 'aping' in *Dr. Jekyll and Mr. Hyde*, and put his name at the very top of the movie roster.

However, the harassed Missus Bickel could hardly be expected to recognize budding genius in the apparently incorrigible Freddie. Sunday black silks were few and far between, and the woodshed interludes became more and more frequent.

But, our hero didn't mind too much. One becomes more or less calloused, after a certain amount of punishment. And spinach is [Continued on page 54]





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I CAN LICK THE COCKEYED WORLD!"



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TWENTIETH CENTURY PRODUCTION

Presented by Joseph M. Schenck

Associate Producer Raymond Griffith • Directed by Tay Garnett



# JEAN HARLOW'S



She's blown her rôle of blonde bombshell to a thousand pieces in a daring change of personality!

by KATHARINE HARTLEY

**M**AYBE IT'S JUST a whim, or maybe it symbolizes the end of the party girl era; whatever the reason, Jean Harlow has gambled everything in an astonishing change of personality and appearance! She isn't as hey-de-hey as she once was. She is grooming herself for more substantial, deeper rôles. And her famous platinum blonde locks are gone!

Perhaps Jean Harlow is thinking of Clara Bow, the famous "It" girl whose zooming star flashed over the moon, and vanished away in gleaming stardust. Perhaps Jean thinks that she can't go on forever being America's favorite Night Club Girl, smiling and dimpling her way into your heart. Or perhaps she is just tired of a hectic existence that has more than once skyrocketed her across the front pages of the nation's newspapers. Let's take the question to Jean and find out.

When I tell you that Jean has changed, I am sincere when I say it isn't just the color of her hair. True, she has abandoned the platinum bloneness for a soft blondish brown—brownette, they call it. But the change goes deeper than that.

And in talking to Jean, one gradually learns that the new facets to her personality spring from one main metamorphosis—a driving will from within her beautiful body that from now on *everything* shall be different!

And, as Jean said herself, tapping her bold, broad forehead, "It's all something that has taken place here! Outward changes, if there are any, are merely a result of a change in my own thinking process.

"As I try to analyze it, I think this change must have started to come about last summer, when mother and I, for the first time in our lives, were separated for a long period of time. (Even when I was at boarding school, she was always within calling distance). But last summer my grandmother in Kansas City, became ill, and naturally mother wanted to go to her at once, and I wanted her to go. I wanted to go too, but I was working at the time and couldn't.

• "AFTER SHE HAD gone, I suddenly realized how helpless I was without her. I had been counting on her for so long to help me over every little bump, and the big ones too, that now I was lost. Then there had always been her warm hug, and her words of encouragement when I needed them. And now there was no one for me to lean on. No one, unless possibly myself! The thought shook me and made me come to—and face facts. And the most important

HOLLYWOOD



# DANGEROUS GAMBLE

thing I realized was that while mother had always been my best friend, and like another girl to me, I had always been the daughter—always running to her for comfort and reassurance, and advice and guidance, like any daughter. Yet on the other hand, I had been making my way professionally in the world for a number of years, standing on my own two feet, fighting my way, on my own, at the studio. Why wasn't I like that at home? Was it because I had grown up so fast on one side of me, that the other side had lagged behind? Then, all in a flash, I knew that I wanted to develop self-sufficiency in my personal life, as well as in my professional one.

● "It's FUNNY . . ." Jean grinned to herself, a nice honest grin. "It's funny, how once you make up your mind to a thing, you must find some expression for the new thought, right away, in some way—no matter how. I wanted to show myself that I could handle the reins of my own life, and my own house—so I had the kitchen repainted! Mother had been running everything so perfectly, that the kitchen was the only thing I could discover that needed improvement!" Jean laughed aloud merrily now.

"The next thing I did was to take over the job of planning menus, while mother was away. Little by little, I began to feel that my house was really part of my responsibility, and I liked it. I decided if I liked that responsibility, I might like another. So, later in the fall, after mother had returned, I startled her one day by announcing that now I was the man of the family, and as man of the family, I'd look after the finances, the household budget, and my own expenditures. And what's more, right then and there, I put myself on an allowance!"

"Was mother upset? You mean, because I was intruding in what she might have considered her territory? Oh, no,

not a bit of it—and you don't know my mother or you wouldn't have asked that question. I'm really sorry you don't, too, because you'd love her. She was delighted! Oh, I know a lot of mothers consciously, or unconsciously, try to keep their sons and daughters from growing up and becoming self-sufficient, but that's not my mother at all. She has really always looked forward to the day when we'd become two women friends together, not just 'mother and baby.' And I know that day has come. Now she leans on me just as often as I used to lean on her, and when a problem arises we discuss it sensibly and sanely and analytically, and I have the happy feeling that I can be of almost as much help to her, as she is to me."

I interrupted for a moment. "Tell me, Jean—with this growing-up process, have you developed any new ambitions in life?" And it was then that Jean said the truest, most thought-provoking thing I have ever heard a star say:

"Oh, no," she answered quickly. "I have fewer ambitions than I ever had. And I'm happier with the few." Then she leaned forward and explained earnestly. "You see, as a very young girl—like most young girls, I suppose—I wanted and wished for so much, and dreamed of so many triumphs for myself, and dreamed of myself traveling to so many far places, in the far distant future, that I was missing a lot of the simple everyday happiness right here."

● "I'VE DISCOVERED THAT too many ambitions breed discontent. Besides, chasing a lot of rainbows scatters your energies, so that you never even capture one. It's difficult to explain, but I guess now I've sort of 'settled down.' I know now that the one thing I want to do is to have better rôles on the screen, and to do better by them, and to live my personal life calmly and maturely. I'm not going to 'flirt' with ideas any

more. If I have what I think is a good one, I'm going to carry it through.

"It was that way about my hair. For a long time I've wanted to change the color of my hair. But when I mentioned it at the studio, I was persuaded against it. My platinum hair had helped make me famous, they said. Better leave well enough alone. But then came my 'turning point'—that day when mother left and I faced myself alone. And as I knew I was putting my youthful gay platinum blonde personality behind me, so I [Continued on page 70]

Your command post-card dictates the contents of our magazine! Write now, naming your favorite

## The Command Story



The platinum is gone, but Jean Harlow still rates as a blonde! Max Factor called on her to dedicate the new blonde room of his palatial Hollywood shop right after Jean darkened her hair. It was a gala night



Here's Jean Harlow with her new brownette-style hair, as she appears in *Wife vs Secretary*. Director Clarence Brown, Jean, Myrna Loy, Clark Gable seem happy!



# THE GIRL from the other side of TOWN



Looking back across the track, lovely Ruby Keeler grows reminiscent in this sparkling story of yesterday

by VIRGINIA WOOD

"I'M GLAD I was raised on the wrong side of town!"

Ruby Keeler said this very seriously. She looked directly at me. I noticed that she had very round blue eyes and long black lashes.

"Living on 'the other side of the tracks' helps prepare you for the hard knocks when they come along," she continued. "You have to fight for everything you get, on the East Side of New York, and you've got to learn to take it."

As I sat opposite her at the luncheon table, listening to these words of wisdom and frankness, I couldn't help but contrast this calm, smiling youngster with some of the so-called society belles I'd met in the film city—capitalizing on their backgrounds—frantically trying to buy their way to stardom—but in most instances getting no further than extras. Wealth and family connections count for very little in this business of making pictures. Looking back over the stars who have been most successful, you'll find that most of them had pretty much of a struggle to reach the top. They've all had to learn the lesson that Ruby was taught, when she lived, as a child, on "the wrong side of the tracks."

"I don't know why people always think everyone on the East Side is tough and hard-boiled," Ruby went on. "A lot of the families there are really very nice. They haven't much money, but they have an awful lot of fun. It was a swell place to grow up. I wouldn't have had it any other way."

● LOOKING ACROSS the table at the small girl who was Ruby Keeler, with her delicate features, the long, slender fingers

of her hands and the nice sweep of her hair-line, I decided she belonged to one of the "nicer" families.

"And my mother was always so swell," she said softly, with a far-away look in her eyes. "She taught us so much while we were growing up there. She was always impressing on us that we weren't any better than anyone else, no matter what we did. There are plenty of times when a young girl needs that kind of advice, I can tell you."

"We always did things 'together,' when I was a kid. Mother used to tell us, from the time we were born, that there was to be no favoritism. There were—six—of us—until recently" (her voice broke a little; I remembered they'd lost a sister this last year—Anna May. None of them will ever quite get over it).

"Of course, we used to scare my mother to death," she brightened. "We always used to play in the street, you know. We didn't have a yard. I used to love to skate and play tag and baseball with the rest of the kids. One of our favorite games was to put on our skates, hold hands and hitch on behind some car or wagon. Gosh, it was thrilling! I broke my arm once, and mother took my skates away."

"I think that must have been where I learned to love sports. To this day, I'd rather watch a ball game, a good fight or a game of tennis than anything else. I don't play much myself, though—except golf. I think I'd rather be a really good golfer than an actress. I play every time I get a chance, but I'm not very good."

● "I'M TRYING To get the studio to organize a girl's baseball team. I think it'd be loads of fun. We'd have

Joan Blondell and Glenda Farrell. And Ann Dvorak would make a swell pitcher, she's so nice and tall. It would be grand exercise, besides being fun. Don't you think it's a good idea?" Ruby's eyes were sparkling.

I looked wonderingly at this young girl in her small brown beret, setting tidily on the back of her head, and her little green jacket and at the plain gold band on the finger of her left hand. Could it be possible that she was really married to Al Jolson and had just adopted a baby? It seemed a bit incredible that she was even out of high school.

"Well, to get back to the East Side," she picked up the thread of the conversation easily. "I never did know how mother managed to raise the money for my dancing lessons; but she did. I didn't even want to take dancing lessons, but one of the sisters at St. Catherine's school thought I had talent and mother always wanted to do everything she could for us. The thought of going on the stage had never occurred to me. The East Side is a long way from Broadway." And Ruby turned those big blue eyes on me again and smiled—a little tenderly, I thought.

● I HAD A MENTAL picture of that Keeler home on the East Side of New York, with its [Continued on page 68]



—Photo by Charles Rhodes

Ruby Keeler and her husband, Al Jolson, look over her script between scenes



# THEY ALL WANT to steal my husband! says MRS. CROSBY

You'd like to be a crooner's wife?  
Not with a thousand dizzy dames  
flitting around your fireside!

by WHITNEY WILLIAMS



THE SCENE OPENS in the Crosby hotel suite in New York. Dixie Lee, girlish and slender and clad in light blue pajamas, is lying at her ease on a satin-upholstered chaise longue, turning the pages of a fashion magazine. The telephone tinkles.

"Hello," comes a dulcet voice over the wire. "I would like to talk with Mrs. Crosby."

"This is Mrs. Crosby. Who's speaking, please?"

"It doesn't matter, dearie" . . . the voice fairly drips with honey, now . . . "I just want to tell you that I'm going to take your husband away from you, so watch out. Good-bye."

With a sigh, Dixie hangs up the French receiver. Nothing new is this for the beautiful blonde spouse of the screen's most famous crooning star. She must pay the penalty for being wedded to Bing Crosby!

So you'd love to be a crooner's wife. . . Ladies, you don't know the half of it . . . if you chance to be among those millions who hold this thought. Even in your wildest dreams you couldn't possibly conjure up what you'd be letting yourselves in for if you might realize this ambition. Only the "better-half" of a popular crooner can understand fully the grief such a position entails . . . and she doesn't like to dwell upon it too freely.

● THIS IS A MOST unusual case, you say. Granted it is . . . but still it happened to Dixie when she and Bing visited the eastern metropolis last summer. That particular experience never occurred before . . . but others just as trying and just as alarming have dogged her footsteps almost from the moment she became Mrs. Bing Crosby.

There was the time Bing was making a personal appearance tour in the east. Dixie smiles when she narrates this episode, but how many wives are there who would accept the circumstances with the philosophical calm that Dixie views such incidents!

"We had been out for dinner," Dixie twinkled, "and when we returned to the theatre we went directly to the dressing room."

"Bing went in first, to switch on the light. But just as he reached for the switch a girl jumped from out of the darkness and threw her arms around

his neck, before he knew what was happening.

● "If You COULD have seen Bing's face! It was a study in embarrassment and consternation. By this time, of course, he had touched the switch and flooded the room with light. Before she could say a word, Bing shooed the girl out of the room and dropped into a chair, throwing me an appealing look. I couldn't help but scream with laughter."

"On another occasion, we were returning home from the east. When the waiter brought our luncheon, not only the waiter entered the room but two attractive girls dressed in the heights of fashion scurried in after him. They insisted upon remaining for a while and talking, demanding Bing's autograph and picture and also that he sing for them."

"On the same train, we heard a woman cry 'Fire,' out in the companionway. Without thinking, I opened the door . . . and there stood a smiling blonde-headed girl, pretty as a picture, who pushed her way past me and rushed over to Bing."

Ladies . . . could you take it?

● ARRIVING HOME, a short time later Dixie heard Bing's car enter the driveway and went out to greet him. Before she reached the door, however, she heard a commotion outside and then a girl's voice raised in pleading.

The sight that met her eyes was indeed a strange spectacle, one which would have filled the average wife with strange misgivings. There was Bing backing away from the car, while a girl stood up in the rumble seat with arms out-stretched, begging that Bing lift her down!

"I just had to meet Bing," the girl told Dixie, hysterically, when the latter joined her husband, "so I hid in the rumble seat when he parked his car on the Boulevard and here I am. Please, Mrs. Crosby, don't send me away without at least his autograph. The girls back in Chicago would never forgive me if I came home and said I had met Bing and then didn't get his autograph."

"One night, the [Continued on page 73]



—Photo by Charles Rhodes

Above, Dixie Lee as you see her in pictures, quite different from the rôle she plays as Mrs. Crosby, keeper of the crooner. Lower photo shows the Crosbys at a preview



# PITY POOR PENNY on the Fanny Brice diet

Here's a sure way to reduce—  
if you can survive the uproar!

by SARA HAMILTON



paint a motion picture of the late Florenz Ziegfeld, famous *Follies* producer, the burning question of the moment was, who was to play who in the great galaxy of stars that had marched down the years of this man's life and paraded behind the footlights of the great Ziegfeld *Follies*.

One person everyone agreed on. Nobody could play Fanny Brice but Fanny Brice. Two Fannys in one generation would be almost too much.

Back in New York, when Fanny heard the news, she dashed over to Ann Pennington, seized the former little *Follies* dancer who had once paralyzed bald-headed row, and they were off. Clear off, a lot of people thought.

● SOMEHOW No ONE had thought of Ann playing the rôle of Ann, the dancer, but Fanny. And even after they arrived in Hollywood they weren't at all sure Ann could play the rôle. A little too heavy for the screen, they told her.

"I'll fix it. I'll fix it," Fanny promised, waving her long, comical arms. "Have no fear. When you're ready for Penny she'll look like an inflated dollar and you can keep the change." And so it began. Fanny's reduction of Ann Pennington to a sylph.

The way it was accomplished was simply unbelievable. Fanny's worries simply tore the pounds off Penny like a blast of dynamite. Fanny worried about everything. "They want me to play myself," she moaned, "and I don't know who me am. No, that doesn't sound right. I mean, what do I look like? No, don't tell me. I gotta good idea. But what am I like? No, don't tell me that, either. In my nervous condition I couldn't bear it."

Nervously, she paced up and down their hotel suite while Ann looked on with wide-eyed amazement at the spectacle of the sure and finished actress, Fanny Brice, being worried over a rôle.

● AND THE WAILING went on. Here was something for Ann to lose weight over.

In the meantime a diet for Ann had been scared up and no hen with a chick fussed more than Fanny did with Ann's reducing. It was lamb chop with tomatoes and a glass of orange juice or grapefruit juice afterwards [Continued on page 47]

WHEN A CERTAIN Hollywood reporter discovered Ann Pennington had lost fifteen pounds between Sunday afternoon and the Beverly Wilshire hotel, she madly rushed out to get the details.

"How?" she gasped, her notebook posed.

With a tiny white hand, limp from the ordeal, Ann waved in the direction of her pal in crime.

Fanny Brice.

"Live with Fanny while she's making a movie," Ann sighed, "and you'll lose all you ever had."

Fanny grinned. Which is practically the same thing as a new moon turning up for dear life at both corners.

"Flatterer," Fanny replied, both eyes turning in and right out again. "Kidder. Always clowning. Now me, I'm the more serious type." And the confused reporter, convinced that both of them were nutty, dashed away.

Ah, had she only stayed!

You see, when Hollywood decided to



Above, Fanny Brice and Ann Pennington during one of their more amiable moments. Lower photo, Fanny gently persuades Penny that it is best not to eat



# HOLLYWOOD

## Spotlights



—Photo by Charles Rhodes

Aboard ship? Well it would seem that way. Hugh Herbert rings the dinner gong. Frank McHugh is the stoker. Mr. and Mrs. Pat O'Brien lend "class" to the setting



The cutest picture yet of beautiful Shirley Temple! This time she's shown with Guy Kibbee in a scene from *Captain January*. The model boat is Shirley's favorite toy since she has become sea-minded

**N**EXT TIME Donald Woods goes about at odd hours in turtle neck sweater, unpressed trousers and tennis sneakers, he'll be sure to have documentary identifications with him.

Thus garbed, Don had an amusing tussle with John Law on his way to the studio one morning. Woods parked his car, an expensive model, at Ca-huenga and Sunset, where Mrs. Woods was to pick it up later, and started for the bus station at Hollywood boulevard.



Donald Woods

Suddenly a police radio car drew along side, and two officers demanded to know who he was, where he was, where he was going and, if he owned the car, why he was parking it miles from the studio. Not satisfied with his replies, they asked him to "get in!" and drove to the studio.

After the gateman assured the police that Don was no auto thief, the police started away—but not until the actor thanked them for the three mile lift to the studio!

• •

### Grace Moore: Business Expert

**WE HAVE JUST** heard a marvelous story about Grace Moore, one that demonstrates how and why she is going to retire with a nice life income. Once upon time, not many years ago, Grace was financially very flat. No more, and here's another good reason why: A gentleman representing an English concern flew to Hollywood. His object: to get Grace Moore to make ten electrical transcriptions at almost a fabulous price.



Grace Moore

The famous diva was under the weather. She refused to see the agent. Days passed. Miss Moore was fully recovered. She knew the agent was being urged to return home as quickly as possible. But always alert to drive a shrewd bargain, Miss Moore still refused to see him.

Came the day when the agent was ordered home. The word reached Singer Moore. She sent for the agent, drove home a hard bargain hinged on his anxiety to plane eastward. The result: only six recordings at twice the original price!

The bewildered agent accepted her counter offer in a rush, then grabbed the nearest plane for the east. You can depend on it that Grace Moore will retire with sufficient funds for old age! She's a good model for the whole colony.





## Fred MacMurray— Yesterday's Forgotten Man

**F**RED MACMURRAY is still afraid that Paramount is going to give him back to the Indians. He still feels that he has not yet made good in pictures and that he might, at any time, be released from his contract.

There is about as much chance of Ernst Lubitsch, the Big Boss of Paramount letting Fred MacMurray get away from him as there is of M-G-M ordering Garbo to stay off the lot of Twentieth Century-Fox or giving Shirley Temple her walking papers. But when I asked Fred when he and Lillian Lamont, his girl friend, intend to be married, he said:

"Not until I'm sure of my future in pictures. I might have to go back to playing a saxophone again. Sure, we are planning to get married, just as soon as I'm sure I'm set."

Imagine, if you can, a fellow like that! But the truth is that Fred MacMurray's rise to fame has been so sudden and so entirely unexpected, that he has to pinch himself to see if he is really making pictures opposite Carole Lombard, Claudette Colbert, Hepburn and Sylvia Sydney. The studio does not let him know that every week brings threatening letters from irate MacMurray fans who want more Mac-

Murray films but he does know that his fan mail is increasing by leaps and bounds. If ever a man was secure as to his film future, it is this same tall, dark Scotch lad. Every studio in town tries to borrow him. The screen's most famous feminine stars stomp their number threes and demand Fred MacMurray as their leading man. We talked to him on the set of *The Trail Of The Lonesome Pine* and our next question was, what was he going to do with his money? Build a Bel-Air mansion with a swimming pool and buy a stable of race horses? Fred grinned.

"Not me! I am Scotch, you know. Money does not seem to make much difference in things. I have more suits than I did when I played in a band and that's about all."

Does he get a big kick and a thrill out of working with the big and glamorous stars? Not much.

"They are all very nice to me," he told me, "but it isn't really much of a thrill."

● **HOLLYWOOD GOES** after most of its star material, to the stage, the college dramatic clubs and a score of other sources but as Mohammed went to the mountain, when the [Continued on page 64]

Here's Fred MacMurray with Toughie, the trick dog in *Trail of the Lonesome Pine*. The dog's amazing intelligence quickly won a precious spot in Fred's roomy heart

BATTER UP!

» » » » » » » »

20th Century Girls



Play ball! It's the 20th Century Fox team, composed of the studio's fairest stock players. In the center photo Marian Weldon pitches a fast one over the plate

June Storey is at bat—and she swings a hefty wallop! It's a three bagger, and the other girls are just a little amazed. June starts a rally that wins for her team...



# MY DAUGHTER *Virginia Bruce* by Mrs. BRIGGS

as told to  
Harmony Haynes



mers hot and dry, but winter or summer, Virginia was an outdoor girl. She had her little sled and made good use of it. She loved to build snowmen and roll snowballs. Often I felt that the cold was too much for such a tiny child but she would only laugh and insist that she was "warm as toast."

In the summer she was ready to tumble into bed as soon as she came in the house. In the winter, when the evenings were long, she was content with her pencils and scratch pads. It wasn't long before a few childish scratches on the paper began to take form and before she was school age, she was well on the way toward being a good little artist.

● A FEW YEARS after Virginia was born, her baby brother arrived. Like all parents, we wondered if she would be jealous and took extra pains to see that she wasn't neglected or her feelings injured. We might have saved ourselves the trouble. Virginia was bursting with joy and pride. She called him her "butter baby"—it was the nearest she could come to saying "baby brother."

Somehow she thought that the baby belonged to her right along with her dolls and other toys. She began mothering him and looking after him in every possible way. As soon as he was old enough to be introduced to snowmen, Virginia took care of the introductions. He was never a "nuisance" or a "bother" to her as so many little brothers are to so many little girls.

As soon as Virginia could stretch her little fingers enough to cover a few keys on the piano, we started giving her lessons. She enjoyed the study and was a good pupil, never having to be coaxed into practicing. Because of her school work, her play time and her music, I never forced housework upon her. But that didn't prevent her from forcing it upon herself. She particularly liked sewing of any kind. When there was nothing to mend, she would embroider and she did lovely work. I often protested that the time spent on sewing might better be spent on the piano but Virginia arranged her day so that she had her required hours of practice and still had time to sew.

[Continued on page 66]

Telling an intensely human story of Virginia Bruce's life, her mother, Mrs. Margaret Briggs, gives you an insight into the lovely blonde's amazing picture career

**B**EFORE VIRGINIA was born, I remember having only one wish concerning her. It was a very silly, very feminine little wish. I wanted my little girl to have curly hair. I never prayed that she might be beautiful or talented or unusual in any way but she *must* have curls!

However, after she arrived and I carefully studied her dreamy eyes and delicate features, I decided that God knew best when he gave her straight hair.

Right from the very first, Virginia was a good baby, always smiling and cooing, never crying or ill. I do not recall her ever being seriously ill in all her life.

Virginia was born in Minneapolis, Minnesota, but by the time she was a year old we had returned to my home town of Fargo, North Dakota, where my husband engaged in the insurance business. The winters were cold and stormy, the sum-

Snapped at the Trocadero, Virginia wore a trim black suit with appropriate furs. Her dancing partner was the actor, Cesar Romero. Circle, a portrait of Miss Bruce







from the heart of  
**WINTER!**



FLORIDA



GULF COAST



SOUTHWEST



CALIFORNIA

Help yourself to a heart-warming slice of summer sunshine—without the frigid icing of winter—and for little more cost than staying home! Greyhound's economy, its warmth and comfort, its wide choice of scenic routes, make a glorious midwinter vacation easy to take—and so very welcome! Send for information.

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Charleston, W. Va. . . . 1100 Kanawha Valley Bldg.  
Minneapolis, Minn. . . . 509 6th Avenue, N.  
New York City . . . Nelson Tower  
Boston, Massachusetts . . . 230 Boylston Street  
Washington, D. C. . . . 1403 New York Ave., N.W.  
Detroit, Michigan . . . Tuller Hotel  
St. Louis, Mo. . . . Broadway & Delmar Blvd.  
Memphis, Tenn. . . . 146 Union Ave.  
New Orleans, La. . . . 400 N. Rampart St.  
Cincinnati, Ohio . . . 630 Walnut St.  
Lexington, Ky. . . . 801 N. Limestone  
Richmond, Va. . . . 412 East Broad St.  
Windsor, Ont. . . . 1004 Security Bldg.



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Mail this coupon to nearest Greyhound office listed above, for pictorial booklet, rates, all information on any winter trip. Be sure to jot down place you would like to visit, on margin, below.

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Address \_\_\_\_\_ FG-3

# Frocks for Springtime

If you would like to make your own spring clothes here are some costume suggestions from Mona Barrie that will delight you—

By MARIAN RHEA

If You Would be glamorous, be yourself. . . . Not just the latest fashion, but *your* fashion is important; not just the season's newest clothes, but *your* clothes. . . .

This is the fashion gospel of one of the most fascinating of the screen's newcomers—Mona Barrie of the black hair and grey-blue eyes and skin as fair as the "gardenia-petal" complexion of Snow White in the fairy tale.

During these early spring days, Mona has been giving her attention to clothes which will definitely suggest that winter is over, and yet will appear mindful of the fact that the weather in March is a very uncertain quantity.

But even though she has selected things that are conservatively dark and yet boast a definite touch of spring, she has never for one instant overlooked her conviction that clothes are a definite means of adorning and enhancing one's own particular type.

Fair skin, grey-blue eyes and black hair invite contrast, and so Mona, considering the variety of colors that are fashionable this spring, is wearing a good deal of dark blue.



Navy crepe sheer, given a fresh and youthful touch by collar and cuffs of blue taffeta and ecru linen, comprises this street outfit of Mona Barrie's (pictured above). Note the new short skirt and ribbon ties. A Screen Star pattern is offered. Order No. 1678 for 25 cents, available in sizes 14, 16, 18 years; 36, 38, 40-inches bust

● BELIEVING, TOO, THAT if one is young and has, to use her own words, "even a moderate assortment of good looks," the plainer the costume, the better, she has chosen a very simple ensemble of dark blue sheer crepe for her Number One street outfit. There is a belted dress with becoming double collar of dark blue taffeta (underneath) and ecru linen (on top) tied with ribbon that has been folded down the center in a clever fashion whim. A jacket with matching cuffs, also ribbon tied, completes the picture.

A Screen Star pattern has been drafted from this smart outfit and is available through Hollywood's pattern service for 25 cents, in sizes 14, 16 and 18 years and 36, 38 and 40-inches bust. You will like the plain, smart lines and will be interested, too, in the new, very short skirt—some 13 or 14 inches off the floor. The pattern number is 1678.

Mona wears with this costume blue accessories, featuring a wide, saucer-brimmed hat.

She has also [Continued on page 52]







# WHAT GEORGE BRENT *Thinks* OF WOMEN

Does the glamour of his leading ladies impress this popular star? You'll be surprised at the answer

by TED MAGEE



**H**E MIGHT HAVE met her in the darkness of the night, knowing her only by her vibrant voice, and still Greta Garbo's stirring personality inevitably would have reached out and enveloped George Brent.

Kay Francis, Bette Davis, Ginger Rogers, Jean Muir, Ann Dvorak, Myrna Loy . . . these, the women in George Brent's film life, have been numerous and all of them have affected him in their fashion. But when he met Garbo, he was simultaneously baffled and captivated by a strange, exotic woman who was his psychological opposite!

George Brent's interest in Garbo began because of polo. The actress's studio was preparing to shoot *The Painted Veil*. The script called for someone who could play polo as well as act. George got the rôle and the production got under way.

One day George met Greta Garbo on the set. She impressed him profoundly, just as she has impressed many others who have worked with her in productions. But there was something more this time, something about this exotic woman

that troubled him when she was gone.

The film production went its usual routine. But out of the usual humdrum of studio activity whispers began to be heard. Glamorous Greta and George Brent had been seen strolling together—a most unusual thing. A car had whisked down the boulevard carrying the same two. They had been seen watching the sunset together . . . wasn't this romance, then?

And then, quite suddenly, it was all over. The gossip died away into mere echoes. George Brent went his way, and Garbo went hers, and Hollywood resumed its usual calm surface.

But has George forgotten Garbo, the glamorous woman he wooed in *The Painted Veil*? Was he really interested in the Swedish actress, or was it all just a popular dream?

Of course he hasn't forgotten Garbo, and for her he has only the highest praise.

● HE IS AS INCAPABLE AS ANYONE OF describing those qualities which make Greta Garbo supreme in the heights of motion picture [Continued on page 58]

These are among the leading ladies in George Brent's life: One, Ginger Rogers; two, Ann Dvorak; three, Myrna Loy; four, Garbo—and there's a story to tell about this last combination! Bottom, Brent with Kay Francis between scenes on the set

MARCH, 1936





# CONSPICUOUS NOSE SHINE!

CLOGGED PORES! FLOURY STREAKS!  
Millions of women combat all 3 with  
Luxor Moisture-Proof Powder



● Ugly nose shine! Dirty yawning pores! Floury streaks! Don't tolerate them. Combat "conspicuous nose" trouble once and for all. Change to Luxor, the face powder that 6,000,000 women use to combat skin-moisture.

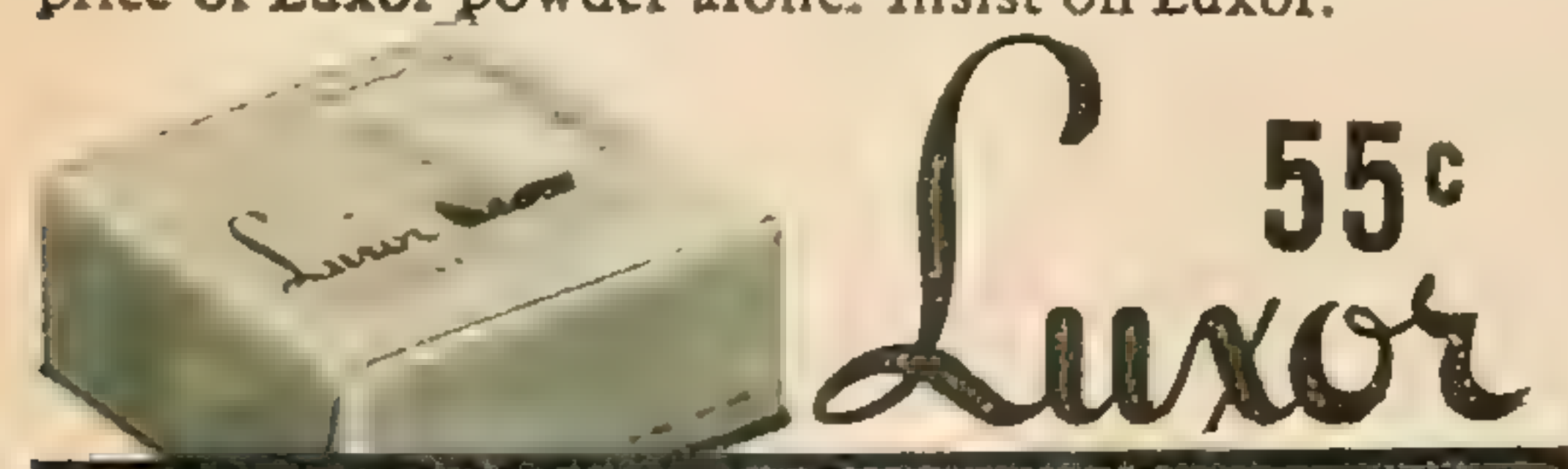
Because every face gives off skin moisture. That's a natural function of the skin, especially around the nose where glands are highly active and where skin moisture waits in each pore opening to mix with face powder. To cause shine, to clog pores, to make floury blotches—to make your nose conspicuous.

So change at once to Luxor. It's so moisture-proof that it won't even mix with water in a glass. Try it and see for yourself. Then try it on your face. Notice the fine moisture-proof protection it gives the skin—effective, attractive, lasting.

Luxor's many smart new shades are flattering with a natural effect. They are carefully blended to enhance skin tones, Luxor powder bears the Seal of Good Housekeeping because it is so pure and does everything we say. Insist on Luxor by name and get

**FREE! 2 drams of French perfume**

A generous flacon of La Richesse, a smart new intriguing fragrance. An enchanting gift to win new friends for Luxor. Powder and perfume together for 55c, the price of Luxor powder alone. Insist on Luxor.



**Coupon brings 4-piece make-up kit!**



**Try Amazing New Luxor Hand Cream**

This marvelous new skin softener keeps hands soft, white, smooth. It is guaranteed non-sticky and dries instantly. At all cosmetic counters.

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Chicago, Illinois H-3  
Please send me your 4-piece make-up kit including generous amount of Luxor Moisture-Proof Powder, Luxor Rouge, Luxor Special Formula Cream and Luxor Hand Cream. Here is 10c to help cover mailing. (Offer not good in Canada). Check,  
POWDER: Rose Rachel ☐ Rachel ☐  
Flesh ☐  
ROUGE: Radiant ☐ Medium ☐  
Sunglow ☐ Pastel ☐  
Vivid ☐ Roseblush ☐

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## For Individualism— Accent Your Eyes and Lips

Here are some timely tips on face make-up you've been looking for—and they're authentic, too

by Ann Vernon



"Fill in" the lips with camel's hair brush dipped in rouge for satiny finish



Extend brows at end by pencilling lightly, as Katherine DeMille demonstrates

are rarely long enough to extend, as they should, beyond the outer corners of the eyes.

● THERE'S A TRICK in applying pencil so that it blends naturally with your brows. . . . Choose a harmonizing shade of pencil and, instead of drawing a single, hard line, make several short slanting strokes, pressing lightly, and then blur these by brushing lightly with an eyebrow brush.

Most of us need to do a little pruning with tweezers to make the brow outline neat and smooth, of course (straggling hairs are never permissible), but it's best to do this plucking *underneath* the brows. Plenty of space between the eye and the brow makes the eyes seem larger.

Improper plucking causes hairs to grow stiffly in the wrong direction or breaks hairs off at the skin surface, causing dark spots; but if you use a good tweezer and use it correctly you won't have that trouble. Apply cream on the skin around the brows, then open the pores by placing hot, damp cloths on this area prior to plucking. Grasp each hair firmly with the tweezers and draw it out quickly, in the direction in which it grows—never "against the grain." The hair will come out easily, painlessly.

There's a grand pair of tweezers costing only 25 cents with scissors handles that enable you to get a firm, professional grip. An upward curve in the blades keeps your view of the plucking process unobstructed, making it still easier. The tweezer firm also makes another eye beauty aid that should be on the dressing table of every girl who hasn't naturally curly lashes. It's easy to use, quite harmless, and it gives the straightest, stubbiest lashes a curl that makes them seem twice as long, twice as devastating. It's only a dollar. To [Continued on page 72]

**T**WO NEW TRENDS in Hollywood make-up are less flamboyant mouths and more generous eyebrows.

These trends are indicative of the importance make-up experts place on the eyes and the mouth, and of their growing acceptance of the natural rather than the exotic.

I was never in favor of those absurd hairline eyebrows drawn with an eyebrow pencil. But make-up experts felt that brows of natural proportions would look bushy when photographed and would obscure the beauty of the eyes themselves, which are of primary importance in registering emotion and conveying an impression of beauty. . . .

Lately, though, they've discovered they were wrong—that brows of moderate thickness provide a sort of frame for the eyes, add to the expressiveness of the face and lend it a note of character. . . . Have Joan Crawford's natural new brows obscured the beauty of her lovely eyes? Rather, they've emphasized it!

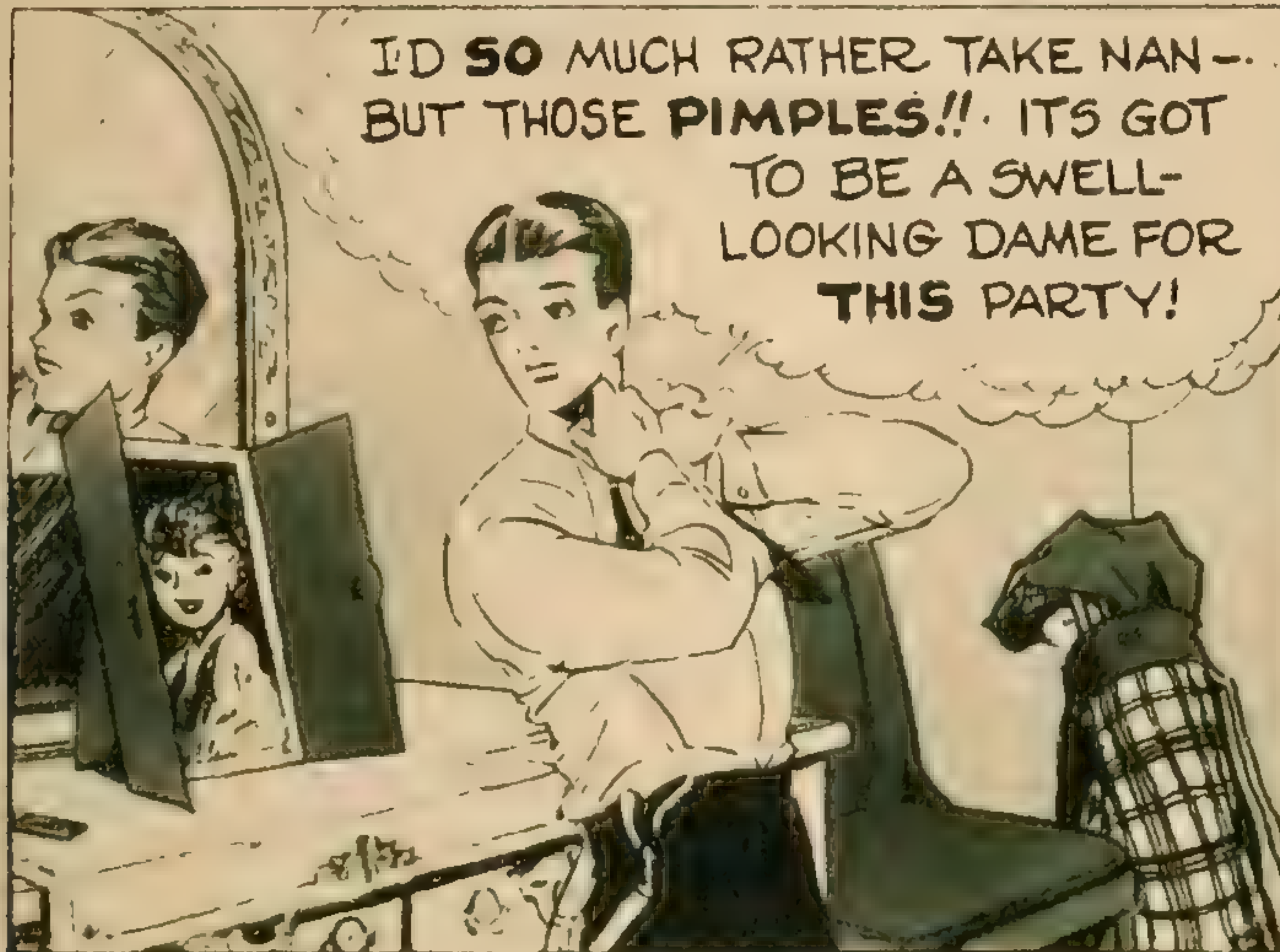
Katherine DeMille's own unshaved brows do the same thing for her large, dark, smouldering eyes, don't you agree? In the photo where she is using an eyebrow pencil, Katherine is simply elongating her brows a trifle. That's something most of us should do—because our brows





**I'M SURE  
JIM LIKES ME—**  
yet he never takes  
me out anymore

**BOYS CAN'T BE PROUD OF A GIRL WITH PIMPLY SKIN—**



I'D SO MUCH RATHER TAKE NAN—  
BUT THOSE **PIMPLES!!** IT'S GOT  
TO BE A SWELL-  
LOOKING DAME FOR  
**THIS PARTY!**



THERE'S JIM WITH A STUNNING LOOKING  
GIRL. GORGEOUS SKIN! I THOUGHT  
**NAN** WAS HIS ONE  
AND ONLY

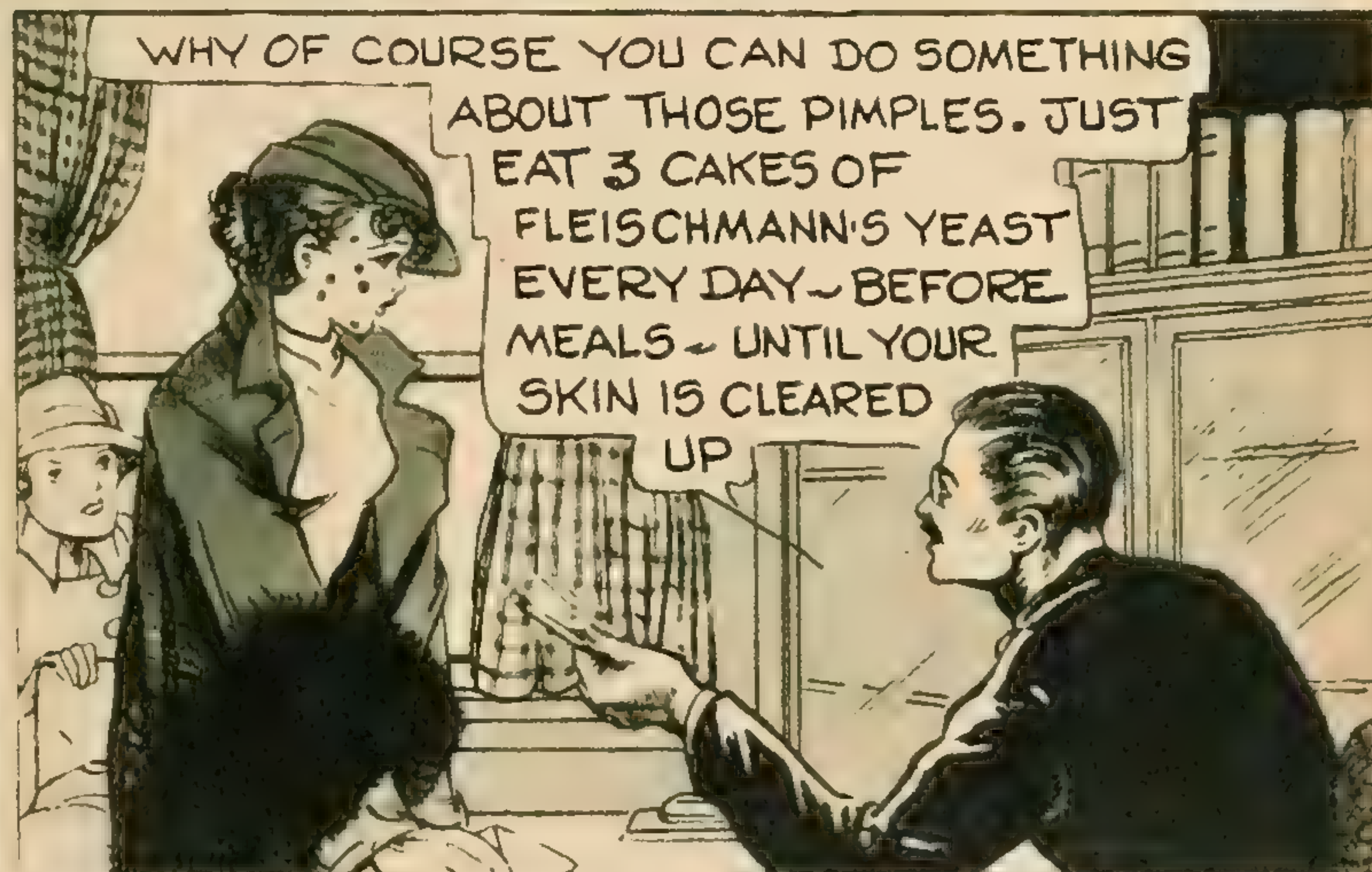
OH, NAN'S A SIGHT  
THESE DAYS!  
PIMPLES ALL OVER  
HER FACE



**NEXT DAY**

OH, MOTHER, HOW **CAN** I  
GET MY SKIN CLEAR AND  
SMOOTH AGAIN? THE GIRLS  
SAY THAT LAST NIGHT, JIM—

WE'LL GO  
STRAIGHT  
TO THE  
DOCTOR  
AND FIND  
OUT



WHY OF COURSE YOU CAN DO SOMETHING  
ABOUT THOSE PIMPLES. JUST  
EAT 3 CAKES OF  
FLEISCHMANN'S YEAST  
EVERY DAY—BEFORE  
MEALS—UNTIL YOUR  
SKIN IS CLEARED  
UP

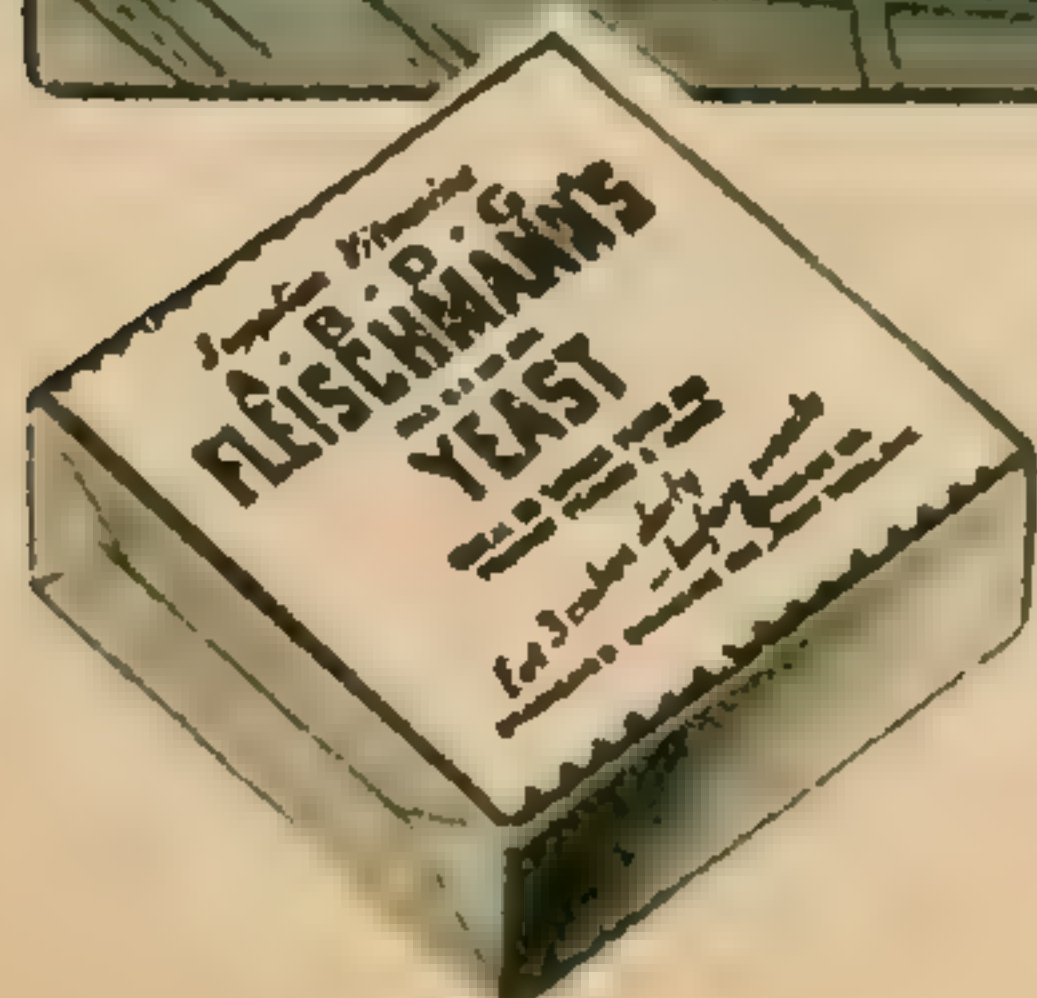


**LATER**

~THEN I'LL  
CALL FOR  
YOU TONIGHT.  
IT'S GOING  
TO BE A  
**SWELL**  
PARTY

SOUNDS LIKE  
**FUN!** WELL,  
I'LL BE  
SEEING YOU

JUST LIKE OLD  
TIMES—NOW  
MY SKIN IS  
CLEAR AGAIN



*—clears the skin*  
by clearing skin irritants  
out of the blood

**Don't let Adolescent Pimples  
keep YOUR boy friend away**

**P**IMPLES are all too common in the  
years that follow the beginning of  
adolescence—from about 13 to the age of  
25, or even longer. Important glands de-  
velop and final growth takes place during  
this time. This causes disturbances through-  
out the body. The skin becomes over-  
sensitive. Waste poisons in the blood  
irritate this sensitive skin, causing pimples.

Clear up these adolescent pimples—with  
Fleischmann's Yeast. This fresh yeast  
clears the skin irritants out of your blood.  
Pimples go. Your skin is fresh and smooth  
again . . .

Eat Fleischmann's Yeast 3 times a day,  
before meals—plain, or in a little water—  
until your skin clears. Start today!



## for POOR COMPLEXION



### Nurses tell of amazing benefits with "Wonder Cream"

IF YOUR skin is marred by Large Pores—Blackheads—Pimples or any other Skin Irritation from external causes, here's good news! Thousands of women are successfully turning to famous Noxzema Medicated Skin Cream as an aid to healing and refining the skin—over 12,000,000 jars now used yearly.

Noxzema was first prescribed by doctors for relief of burns, eczema and similar skin troubles. Nurses discovered how wonderful it is for Chapped Hands and Poor Complexions.

**HOW TO USE**—Make this simple test. Apply Noxzema at night after removing make-up. Wash off in the morning with warm water. Then apply cold water or ice. Follow this with a light application of Noxzema as a protective foundation for powder.

Do this for ten days and note the difference—see how much softer and finer your skin is—how much clearer. Noxzema is astringent, helps reduce large pores to exquisite fineness. Its gentle medication soothes most skin irritations and aids Nature in more quickly healing many disfiguring skin flaws.

**SPECIAL TRIAL OFFER**—Get a jar of Noxzema at any drug or department store. If your dealer can't supply you, send 15c for a generous 25c jar to the Noxzema Chemical Company, Department 63, Baltimore, Md.

### New—NOXZEMA'S CLEANSING and NIGHT CREAM



A new and better way to deep-pore cleanse your skin—a heavier cream for softening and toning. Wonderful for Dry, Flaky Skin. It's called Noxzema's Combination Cleansing and Night Cream. Ask your druggist for inexpensive trial jar. If he can't supply you mail 25¢ to Noxzema Chemical Company, Baltimore, Md.

## New Fashions

If you want to go shopping for a ready-made wardrobe, these smart models from the salons of Lettie Lee will be of interest to you



Mona Barrie is pictured above wearing an ultra-smart jacket costume in blue and white, created by Lettie Lee, famous Hollywood designer (photo in circle). At the right, you see Mona very demure in another Lettie Lee ensemble of navy crêpe sheer—a fashion sublimation of college robes

## Bulletin

Joan Blondell at the Biltmore Bowl, gorgeous in golden brown net over chiffon slip embroidered in huge golden discs . . . No jewels, not even a ring . . . Escort: Dick Powell . . .

Award for newest fashion foible should go to Jean Harlow for that bejewelled miniature baton which hangs from her arm by a gold cord and is really a vanity case with lipstick, powder and perfume in the stick, mirror and rouge in the handle . . .

*Marian Rhea*





CREATED BY . . .

# Lettie Lee

OF  
HOLLYWOOD



(Left) **LETTIE LEE**, the famous Hollywood couturiere, designs a Spring formal of black Marlexa over a hand blocked silk print of red and black on white by **FRANK ASSOCIATES INC., NEW YORK**. Note the very new applique touches on the sleeves. Glamorous! Worn by Anne Grey.



skirt is slim with pleated hem line—the sleeves gracefully full. Worn by Mona Barrie.

(Above) **LETTIE LEE** brings the brilliance of a thousand flowers in this gay dance frock of hand blocked silk print in orange, red and green on a white background, by Frank Associates Inc., New York. The ruffled front, bare back, save for four narrow straps, and slim waisted effect are most flattering. Worn by Anne Grey.

Only original **LETTIE LEE** creations bear this label. Look for it.

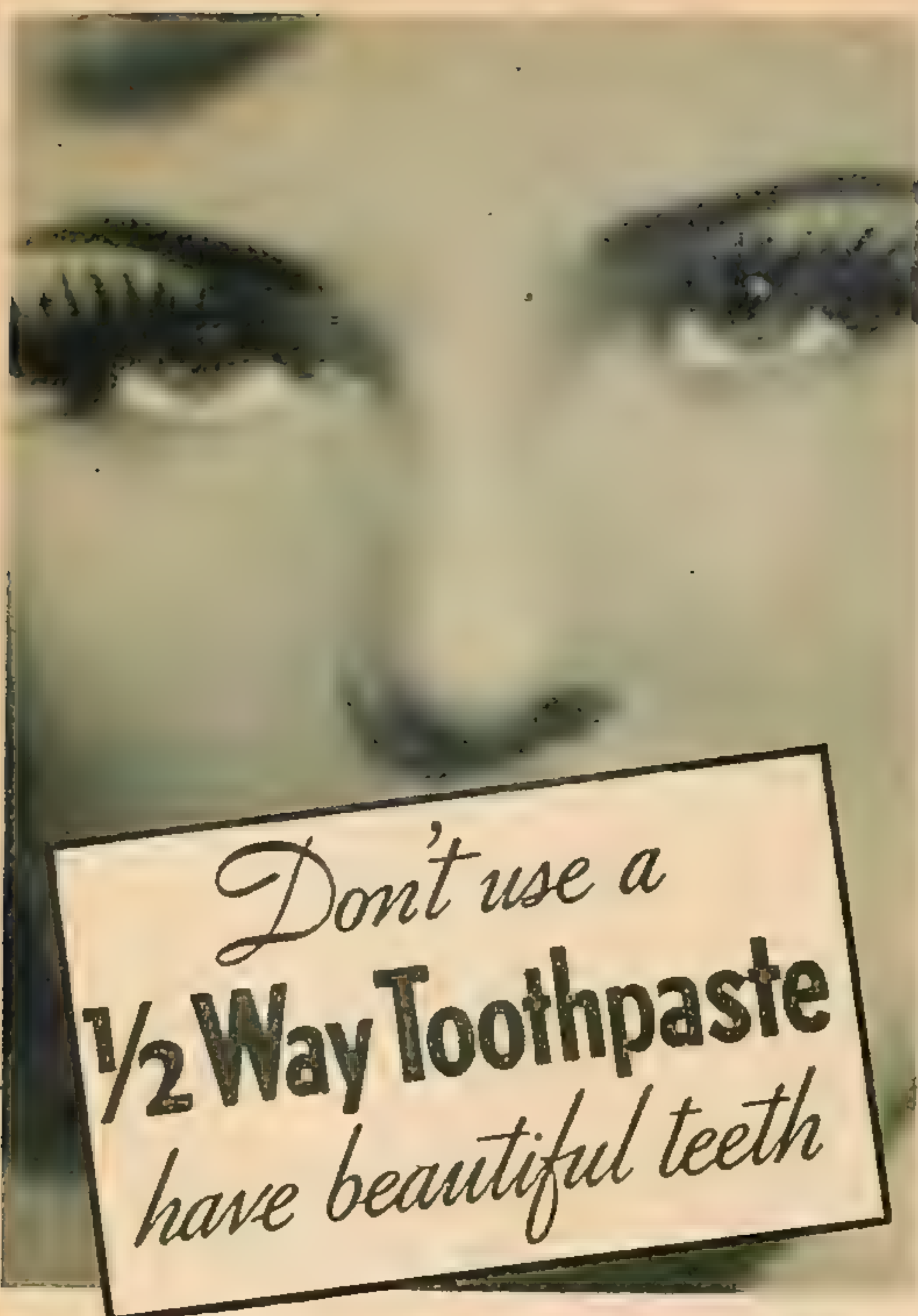


(Left) **LETTIE LEE** combines navy sheer crepe and white pique in a Spring ensemble whose flared hip length jacket features a double cuff and a bodice of white pique with tiny navy buttons. Worn by Mona Barrie.

(Above) **LETTIE LEE** creates the perfect Bridge frock of soft gray crepe with inserts of gray Chantilly lace. The

A list of stores in your city who feature **LETTIE LEE** gowns will be found on Page 61





Don't use a  
**1/2 Way Toothpaste**  
have beautiful teeth

**DOES BOTH JOBS**

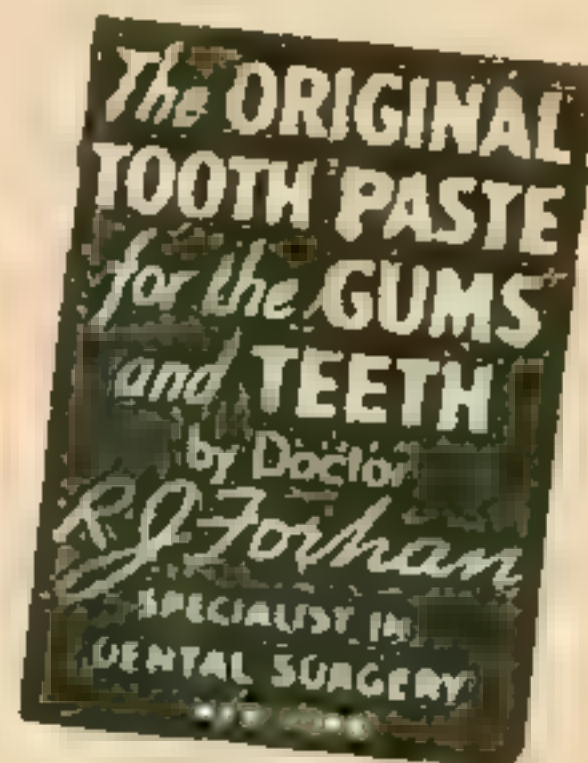
## CLEANS TEETH

Spongy, bleeding gums reveal the dangers of half way care of your teeth. Don't wait for this to happen. Begin now to use Forhan's, the tooth paste that does both jobs—*whitens teeth* and *safeguards gums* at the same time.

## SAVES GUMS

Forhan's is different from all other tooth pastes. It brings you the famous formula of Dr. Forhan—now used in concentrated form by dentists everywhere to combat gum troubles. It gives you *two-fold* protection, yet costs no more than most ordinary tooth pastes. Why take chances with half way dental care? Begin using Forhan's today.

**Forhan's**



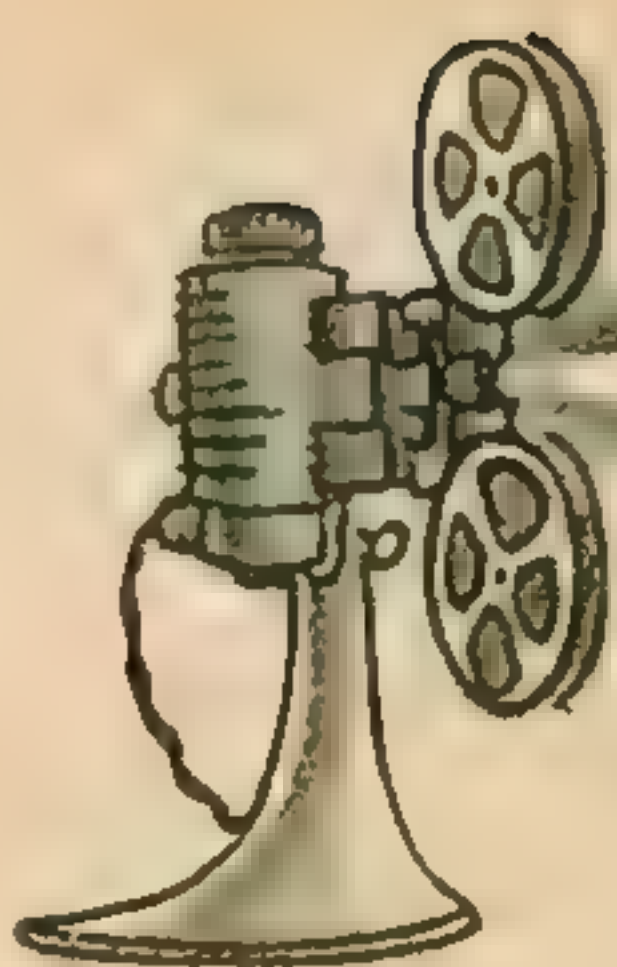
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FREE** 8x10 Inch  
ENLARGEMENT  
of any SNAPSHOT

Your favorite snapshots of children, parents and loved ones are more enjoyable when enlarged to 8x10 inch size—suitable for framing. These beautiful, permanent enlargements bring out the details and features you love just as you remember them when the snapshots were taken. Just to get acquainted, we will enlarge any kodak picture, print or negative to 8x10 inches—**FREE**—if you enclose 25c to help cover our cost of packing, postage and clerical work. The enlargement itself is free. It will also be beautifully hand tinted in natural colors if you want it. We will acknowledge receiving your snapshot immediately. Your original will be returned with your free enlargement. Pick out your snapshot and send it today.

**GEPPERT STUDIOS**

Dept. 174  
Des Moines, Iowa



Reviewing the  
Previews with  
**JACK SMALLEY**

# THE PROJECTION Room



Olivia De Havilland and Errol Flynn—names little known in Hollywood—become hit stars in *Captain Blood*, a pirate yarn



*Magnificent Obsession* draws its power from the superb acting of Irene Dunne and Robert Taylor, who co-star in the picture

## ANYTHING GOES (Paramount)

● All decked out with new songs and new sequences, this box office hit from the stage has been transferred to the screen with complete success. Bing Crosby finds in this hilarious comedy a chance to prove that he's the tops as a comedian as well as a crooner. He could carry off the honors without singing a note, but for good measure he warbles five numbers.

Ida Lupino will surprise you, with that pleasant thrill of discovery. The girl is not only strikingly pretty, but a clever actress. Goodness knows it's hard to just sit still while a crooner warbles, but this slim blonde makes listening an art. Charlie Ruggles and Ethel Merman are pivots in the mad plot, Charlie playing the rôle of an inoffensive gangster making a getaway disguised as a bishop, and Ethel is the night club entertainer taking her girls abroad for an engagement. Bing, thinking that Ida Lupino has been kidnapped by Arthur Treacher, whose nasal English comedy is always good for a laugh, decides to stay on board and help the girl. Instead everyone has to help Bing escape the ship's officers.

The plot, however, matters little except as an excuse for the many grand gags. Ruggles, as a bishop, winning the trap shooting tourney with his machine gun, Bing putting on whiskers clipped from a dog, Ethel Merman hanging by her heels to peer in a porthole—these are some of the situations that make *Anything Goes* a laugh fest from start to finish.

## MAGNIFICENT OBSESSION (Universal)

● John Stahl is known in Hollywood as a slow, painstaking producer who invariably brings forth as a result of his labors a truly great picture. As with *Imitation of Life*, he has taken a story which probes deeply into a human problem. This time the theme deals with the

"magnificent obsession" of a famed doctor who believes in giving away all he possesses, to help others.

Robert Taylor is a rich young man who has never helped anybody. To save his life a pulmotor from the doctor's hospital is used—just when the doctor suffers a stroke. The machine would have saved a worthy man's life; instead it salvages a ne'er-do-well.

Irene Dunne plays the youthful wife of the doctor, and Bob Taylor falls in love with her, ignorant of her identity. The fact that she has good cause to hate Taylor causes tragic complications, and Irene loses her eyesight in an accident while she is an unwilling passenger in Taylor's car.

Majestic in its scope, deeply moving, filled with rich characterizations, *Magnificent Obsession* must rank as one of the great pictures of 1936. Bob Taylor attains full stature as a star with a flawless performance. He, with Betty Furness, as Irene's step-daughter, are undoubtedly the most promising youngsters in films. Stahl has also uncovered the great acting talent of Miss Dunne, known to filmland only as a singer. Carl Laemmle, should he retire as he is now tempted, might well regard this production as one of the triumphs of his long and laudable career.

## CAPTAIN BLOOD (Cosmopolitan)

● Young Errol Flynn, an Irish adventurer who had prospected for gold, traded in the South Seas, fought in the prize fight ring and done a bit of acting on English stages, happened to be in Hollywood when *Captain Blood* was being cast. With small hope of getting the rôle he tried out against such stars as George Brent—and his luck held.

As a result of this picture, Flynn may yet challenge Clark Gable for that type of rôle calling for robust physique, an eye for a lady, and gay charm. *Captain*  
[Continued on page 51]

HOLLYWOOD



# Three Columbia Stars Reveal Hollywood's Beauty Secret

*Blonde, brunette, brownette, redhead!...  
here is a new make-up to emphasize the  
individual color attraction of your type.*

**W**HAT a thrill to see a new, a more beautiful, a more charming personality reflected in your own mirror. And this is what you may confidently expect with your own personalized color harmony in this new make-up created by Max Factor, Hollywood's make-up genius. For imagine how perfect it must be...each shade of face powder, rouge and lipstick actually created to flatter the beauty of famous screen star types.

## Face Powder Creates a Satin-Smooth Make-Up

As you may know, screen stars will entrust their beauty only to a face powder that adheres perfectly...so you may be sure Max Factor's Face Powder will create for you a satin-smooth make-up that will cling for hours. And the lifelike color harmony shade will actually enliven the beauty of your skin, creating an appealing loveliness that will delight you.

## Rouge, Like Artist's Color Tones, Beautifies Naturally

Actual lifelike color tones, that is the secret of Max Factor's color harmony Rouge...and you will discover the difference in the natural beauty it brings to your cheeks. Your correct shade harmonizes with your powder and complexion colorings...as you blend it, you'll note how creamy-smooth it is, like finest skin texture.

## Lip Make-Up That Lasts and Lasts

Because it's moisture-proof, because it gives to the inner and outer surface of your lips the same alluring, beautiful color harmony tone...Max Factor's Super-Indelible Lipstick is the one that keeps lips lovely for hours; yes, it is the lipstick that Hollywood knows will withstand every test.

**N**OW the luxury of color harmony make-up, created originally for the screen stars by Hollywood's make-up genius, is available to you at nominal prices...Max Factor's Face Powder, one dollar; Max Factor's Rouge, fifty cents; Max Factor's Super-Indelible Lipstick, one dollar...featured by all leading stores.



**MARIAN MARSH**  
in  
Columbia's  
"CRIME AND PUNISHMENT"  
using  
Max Factor's  
Face Powder



**FLORENCE RICE**  
in Columbia's  
"ESCAPE FROM DEVIL'S ISLAND"  
using  
Max Factor's Rouge



**TALA BIRELL**  
in Columbia's  
"CRIME AND PUNISHMENT"  
using  
Max Factor's Lipstick

## GENIUS CANNOT BE IMITATED...

And it is Max Factor's name only, that assures you of true color harmony tones in Face Powder, Rouge and Lipstick. Remember...that the Award of the Academy of Motion Picture Arts and Sciences, and the Seal of Approval of Good Housekeeping Magazine, is recognition that must have been deserved.

# Max Factor ★ Hollywood

SOCIETY MAKE-UP: Face Powder, Rouge, Lipstick In Color Harmony

**FOR** personal make-up advice  
...and to test your own color  
harmony shades in powder and  
lipstick, mail this coupon.



**Mail for POWDER, ROUGE AND LIPSTICK IN YOUR COLOR HARMONY**

MAX FACTOR, Max Factor's Make-Up Studio, Hollywood:  
Send Purple-Size Box of Powder and Rouge Sampler in my color harmony shade:  
also Lipstick Color Sampler, four shades. I enclose ten cents for postage  
and handling. Also send me my Color Harmony Make-Up Chart and 48-page  
Illustrated Instruction book, "The New Art of Society Make-Up"...FREE.  
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NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

COMPLEXIONS	EYES	HAIR
Very Light <input type="checkbox"/>	Blue <input type="checkbox"/>	BLONDE <input type="checkbox"/>
Fair <input type="checkbox"/>	Gray <input type="checkbox"/>	Light <input type="checkbox"/> Dark <input type="checkbox"/>
Creamy <input type="checkbox"/>	Green <input type="checkbox"/>	BROWNETTE <input type="checkbox"/>
Medium <input type="checkbox"/>	Hazel <input type="checkbox"/>	Light <input type="checkbox"/> Dark <input type="checkbox"/>
Ruddy <input type="checkbox"/>	Brown <input type="checkbox"/>	BRUNETTE <input type="checkbox"/>
Sallow <input type="checkbox"/>	Black <input type="checkbox"/>	Light <input type="checkbox"/> Dark <input type="checkbox"/>
Freckled <input type="checkbox"/>	LASHES (Color) <input type="checkbox"/>	REDHEAD <input type="checkbox"/>
Olive <input type="checkbox"/>	Light <input type="checkbox"/>	Light <input type="checkbox"/> Dark <input type="checkbox"/>
Dark <input type="checkbox"/>	Dark <input type="checkbox"/>	If Hair is Gray, check type above and here <input type="checkbox"/>
SKIN Dry <input type="checkbox"/> Normal <input type="checkbox"/>	AGE _____	

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# Skinny. Weak Rundown Nervous...!



## How NATURAL IODINE Builds Worn-Out, Pale, Sickly Folks Into Strong, Red-Blooded Men and Women!

Kelpamalt, New Mineral Concentrate from the Sea, Rich in NATURAL PLANT IODINE, Feeds Starved Glands—Must Build Rich, Red Blood, Put on Lbs. of Solid, "Stay-There" Flesh, Give Steady Nerves and Day-Long Energy in First Week or Trial is Free!

Here's new hope and encouragement for thousands of even naturally skinny, weak, worn out, haggard-looking men and women whose energy and strength have been sapped by overwork and worry, who are nervous, irritable, always half sick and ailing. Science says the principal cause of these rundown conditions is "GLANDS STARVING FOR IODINE." When these glands don't work properly, all the food in the world can't help you. It just isn't turned into flesh. The result is, you stay skinny, pale, tired-out and rundown.

The most important gland—the one which actually controls body weight and strength—needs a definite ration of iodine all the time—NATURAL ASSIMILABLE IODINE not to be confused with chemical iodides which often prove toxic. Only when the system gets an adequate supply of iodine can you regulate metabolism—the body's process of converting digested food into firm flesh, new strength and energy.

To get NATURAL IODINE in convenient, concentrated and assimilable form, take Kelpamalt—now recognized as the world's richest source of this precious substance. It contains 1,300 times more iodine than oysters, once considered the best source. 6 tablets alone contain more NATURAL IODINE than 480 lbs. of spinach or 1,387 lbs. of lettuce.

Try Kelpamalt for a single week and notice the difference. See flattering extra pounds of "stay-there" flesh appear in place of scrawny hollows. Notice how much better you feel, and if you don't gain at least 5 lbs. in one week, the trial is free. 100 jumbo size Kelpamalt tablets—four to five times the size of ordinary tablets—cost but a few cents a day to use. Get Kelpamalt today. Kelpamalt costs but little at all good drug stores. If your dealer has not yet received his supply, send \$1.00 for special introductory size bottle of 65 tablets to the address below.

### SPECIAL FREE OFFER

Write today for fascinating instructive 50-page book on How to Add Weight Quickly. Mineral contents of Food and their effects on the human body. New facts about NATURAL IODINE. Standard weight and measurement charts. Daily menus for weight building. Absolutely free. No obligation. Kelpamalt Co., Dept. 680, 27-23 West 20th St., New York City.

## Kelpamalt Tablets

Manufacturer's Note:—Inferior products—sold as kelp and malt preparation—in imitation of the genuine Seedol Kelpamalt are being offered as substitutes. Don't be fooled. Demand genuine Seedol Kelpamalt Tablets. They are easily assimilated, do not upset stomach nor injure teeth. Results guaranteed or money back.



# TOPPER'S REVIEWS



by TED MAGEE



Standouts in *King of Burlesque*: Funnyman Jack Oakie; Producer Warner Baxter; alluring Alice Faye. Oakie steals the show



James Cagney and Pat O'Brien dominate *Ceiling Zero*, an absorbing air drama produced by Warner Brothers. You'll like it

### KING OF BURLESQUE—(20th Century)—

Apparently the time will never come when a musical show comes along to end all musical shows. Every time that a tune film rings the gong, it seems to set off further reverberations. *King of Burlesque* is such a film—entertaining, relaxing, colorful, dynamic. Following close on the heels of excellent *Thanks A Million*, this Darryl Zanuck production likewise gets the very best from its cast. Jack Oakie, the old show stealer himself, runs off with the honors again in rare style. But in the same breath you must hail Warner Baxter, Alice Faye, Mona Barrie, Gregory Ratoff, Dixie Dunbar, Arline Judge and Herbert Mundin, not to mention several grand specialty numbers. The plot: Warner Baxter, ace producer, weds Mona Barrie, financially decrepit Blue-booker, leaving showgirl Alice Faye wet-eyed. Socialite Barrie drags Baxter into cash oblivion with too-toney productions. Hooper Faye's alluring curves swing around the corner. Producer Baxter tries a comeback, succeeds.



### MODERN TIMES—(United Artists)—

Charles Chaplin combines old and new technique with an artistic hand in *Modern Times*. Because it is his first production in several years, the picture assumes unusual importance. Radicals will consider the film good propaganda, but sheer analysis flags it as nothing but satire on obviously bad features of the machine age. Chaplin is the factory worker who screws nuts to plates on an endless conveyor. Monotony brings a nervous breakdown and unemployment. Jobless, he lands in jail. Out again, he befriends Paulette Goddard. The old tear-jerking formula is missing—and is missed, but inimitable Charlie draws recurrent laughter throughout. His attempt, as a waiter, to sing a song is the top sequence of the whole picture. Dialogue is used infrequently, but so cleverly that it enhances the picture. Every Chaplin fan should see it.



### PASSING OF THE THIRD FLOOR BACK — (Gaumont-British) —

Out of a maelstrom of gossip and vindictiveness in a boarding house comes peace and happiness for everyone. Such is the simple theme of this picture, yet its effect is profoundly spiritual and so powerful that no one can leave the theatre unimpressed. Coming quietly to the boarding house is The Stranger (Conrad Veidt), whose mysterious magnetism brings forth the finest qualities in all he meets. Kindness repays cruelty; smiles drive away the tears. When the house has been restored to order, The Stranger leaves. Improperly handled, the film would have been a travesty. Instead, it emerges as the most absorbing drama, full to the hilt of dynamic idealism. Veidt performs with marvelous understanding of the driving theme underlying the play. Rene Ray handles a dramatic rôle capably.



### CEILING ZERO—(Warner Brothers)—

Playing the rôle of a love-minded air-bird who is something of a rascal and rake, James Cagney gives a marvelous portrayal in *Ceiling Zero*. You can't admire the character he enacts in this thrilling picture of a modern airline, yet Cagney draws one irresistibly to him. Parts of the dialog are a bit raw; you will quite forgive them when you have seen the picture as a whole. Pat O'Brien, the chief of the airline's operations, clicks nicely as the responsible man trying to keep dizzy Cagney out of loops. These people you must look for in the film; they deserve special mention and applause: Stuart Erwin as the brave pilot afraid of his wife; Isabel Jewell, the wife, who tells Cagney off in rare style; Gary Owen, the ex-pilot, who is a living wreckage after his plane has crashed; and June Travis, the student pilot, who falls in love with Cagney. *Ceiling Zero* is high-tension stuff, sizzling with hilarity, pathos and sheer melodrama.



Brief Reviews on Page 45

HOLLYWOOD



**ROSE MARIE**—(M-G-M)—Director W. S. Van Dyke had temperament to deal with in filming *Rose Marie* at Lake Tahoe. He had to wait for hours each day for Nevada skies to get in the mood for clouds. But the rarified air of the mountains gave him added brilliance in recording the gorgeous songs which sparkle in the outdoor sequences of *Rose Marie*, making this successor to *Naughty Marietta* one of the finest films we have seen in many a day.

By radically changing the original stage show, Jeanette MacDonald becomes a temperamental opera star, first seen in *Romeo and Juliet*. The wilderness, where she goes to help her fugitive brother, and Nelson Eddy, the Mountie who trails and rescues her, combine to tame the haughty spirit of Miss MacDonald. That spine-tingling song, *Indian Love Call*, builds a romantic theme through the film, as did *Sweet Mystery of Life* in *Naughty Marietta*.

**TWO IN THE DARK**—(RKO)—Walter Abel and Margot Grahame headline this extremely mystifying mystery film, with Wallace Ford as the inquiring reporter stealing the show with some very nice comedy. The story opens with Abel suffering from amnesia, and under suspicion of being a murderer. To clear himself he must regain his memory and then attempt to find the real killer. Complications are so amazingly complicated that only the shrewdest mystery addicts will leave the theatre with a clear understanding of the motives behind the slaying of the stage producer. Nevertheless, the leading characters, assisted by Alan Hale, Leslie Fenton, Gail Patrick, Eric Blore and Erik Rhodes, provide a thoroughly entertaining program.

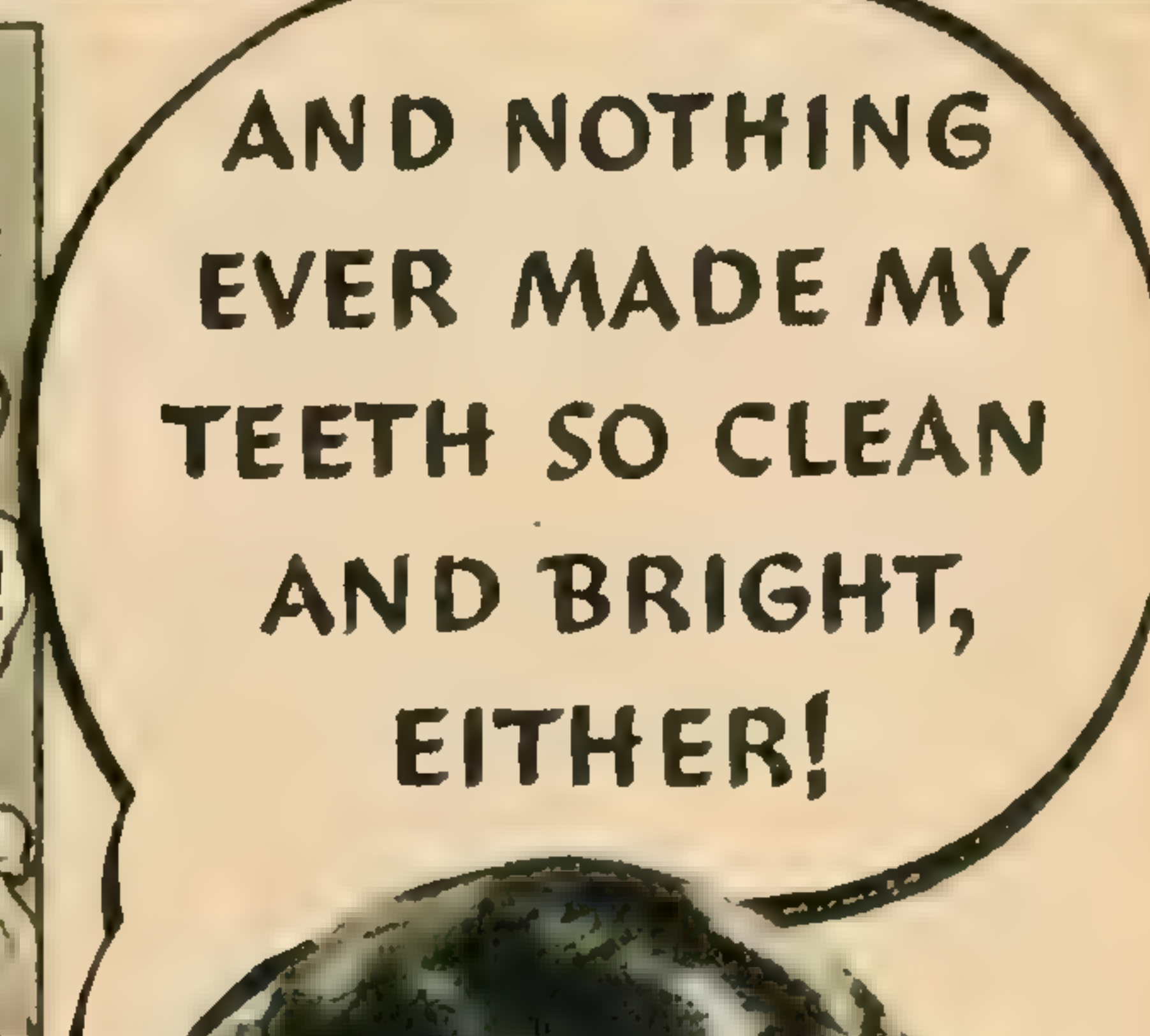
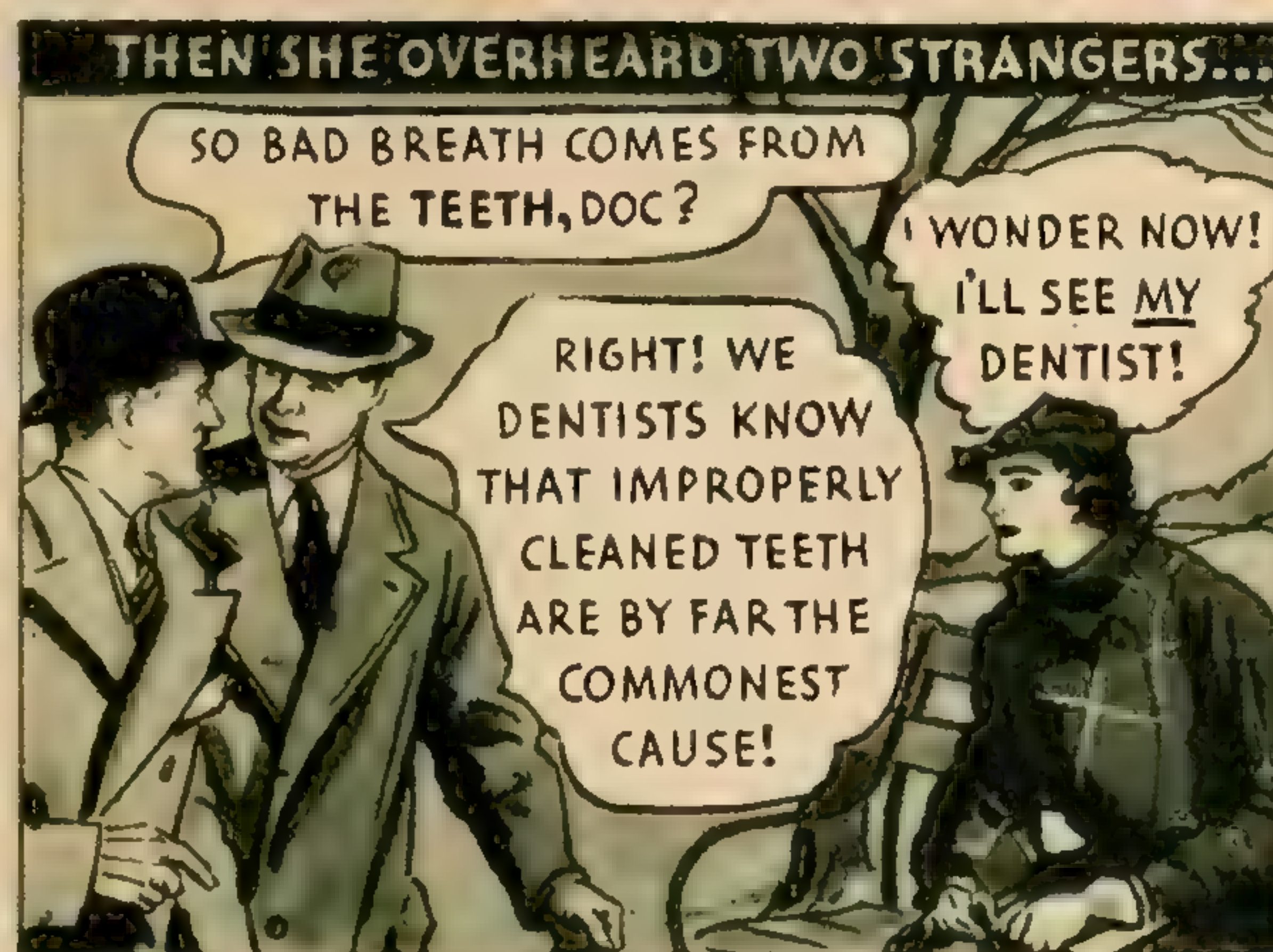
**FIRST A GIRL**—(Gaumont-British)—Stagestruck, Jessie Matthews, a gown shop messenger girl, attires herself in an expensive gown which she has been sent to deliver to a princess, Anna Lee, and then tries to win a singing audition. However, she is rejected. Meeting Sonnie Hale, female impersonator, she tells him her story. Sonnie finds that a severe cold has deprived him of his voice, just at the moment when a wire arrives, giving him a job. Then the idea of having Jessie act as a female impersonator occurs to him. She makes an immediate hit. However, she falls in love with Griffith Jones, cast as the fiancé of a princess. What saves this picture from mediocrity is the extraordinary personality of Jessie Matthews, not to mention her remarkable skill as a dancer.

**PROFESSIONAL SOLDIER**—(20th Century)—For those who will accept the fanciful premises of Graustark stories, *Professional Soldier* will score neatly. The importance of the picture is based largely upon the amazing contrast provided by Victor McLaglen and Freddie Bartholomew. No one is expected to believe in the story. McLaglen is the rough and ready human wildcat who is hired to kidnap the country's king, a mere child.

MARCH, 1936

# HEART-BROKEN

... until she took  
her dentist's advice



## Most Bad Breath Begins with the Teeth!

**M**AKE sure you don't have bad breath! Use Colgate Dental Cream. Its special penetrating foam removes all the decaying food deposits lodged between the teeth, along the gums and around the tongue—which dentists agree are the source of most bad breath. At the same time, a unique, grit-free ingredient polishes the enamel—makes teeth sparkle.

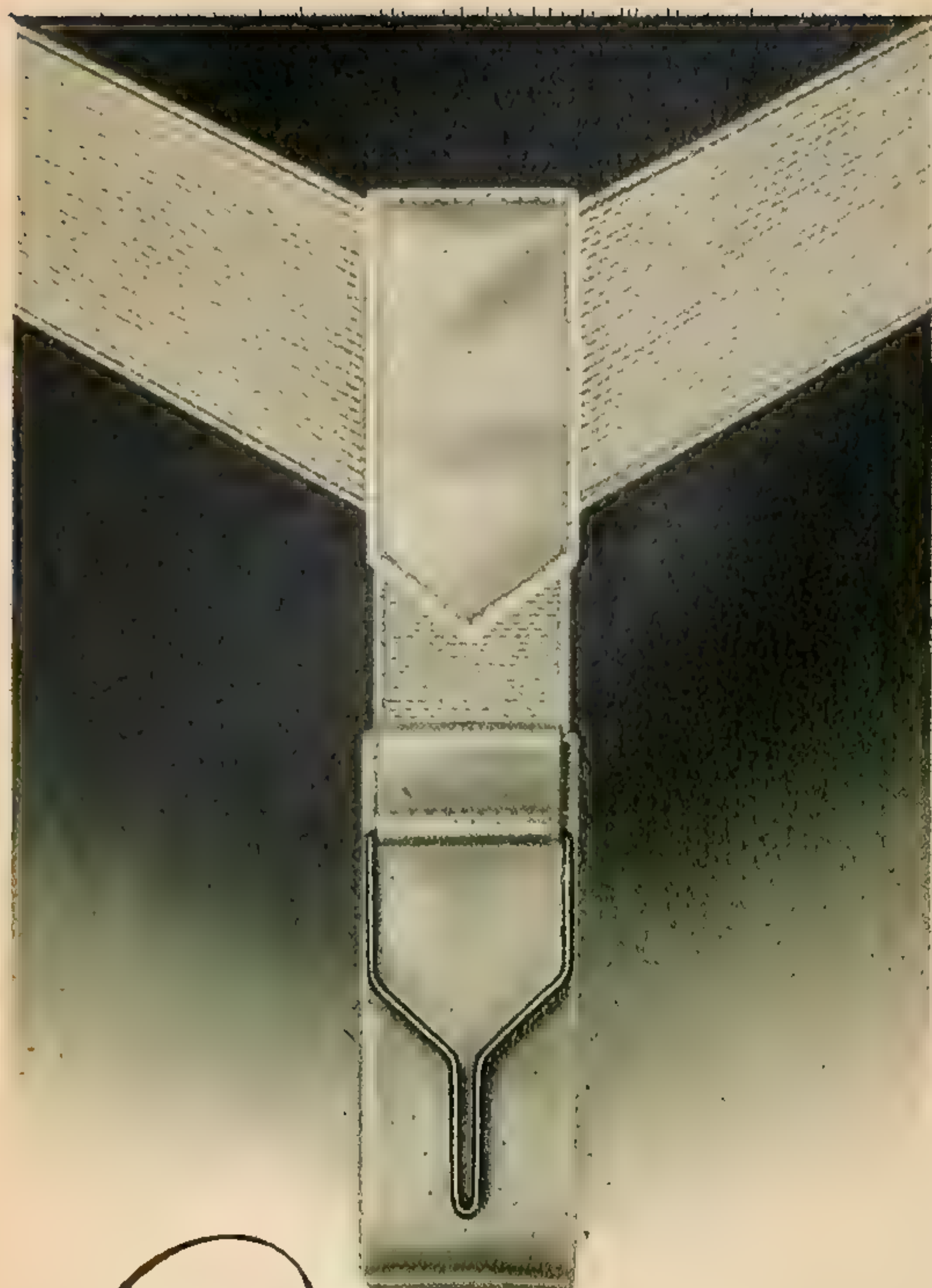
Try Colgate Dental Cream—today! Brush your teeth... your gums... your tongue... with Colgate's. If you are not entirely satisfied after using one tube, send the empty tube to COLGATE, Jersey City, N. J. We will gladly refund TWICE what you paid.



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LARGE SIZE  
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Adjusts in an instant—is permanently secure—you'll appreciate its marvelous convenience. This "Marvelox" grip, found only on Hickory Sanitary Belts, is tiny, lightweight, without bulk, unobtrusive.

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**A. STEIN & COMPANY**  
 CHICAGO • NEW YORK

# \$1,000 IN PRIZES for a TRADEMARK!

Mary Pickford and Jesse Lasky join **HOLLYWOOD Magazine** in an easy, interesting contest offer!

**I**N ONE OF the most simple, effortless contests ever devised, **HOLLYWOOD Magazine** and affiliated Fawcett film publications in co-operation with Pickford-Lasky Productions, offer you a chance to win \$1,000 in prizes for a mere idea!

The Pickford-Lasky studios, on the threshold of big-time film productions, want a trademark emblematic of their work. You don't have to be an artist or an advertising expert! You need not make a drawing unless it is your wish. All you have to do is write down briefly and clearly the idea for a trademark!

For the best idea submitted a grand prize of \$500 will be awarded. Five other prizes of \$100 each will go to the winners of individual magazine contests to be conducted simultaneously by **HOLLYWOOD Magazine**, *Screen Play*, *Motion Picture*, *Screen Book*, and *Movie Classic*. One thousand dollars in all—and no hard work involved!

"Trademarks have always played an important part in film exploitation," says Miss Pickford, head of the new enterprise. "My concern needs a powerful, individual and impressive trademark. When we realized the necessity for an outstanding emblem, we decided on this contest. But what we want is a basic idea. Frills and fancy drawings will not influence the decision."

The organization's first production is *One Rainy Day*, starring Francis Lederer. It's a gay, smart comedy with Ida Lupino and four very funny comedians—Hugh Herbert, Joseph Cawthorne, Erik Rhodes, and Roland Young. If you saw *Gay Deception*, you know what Lederer can do with such a rôle. And the main thing the picture needs right now is a trade mark!

● **THAT'S WHY YOU** have just as good a chance as the other fellow in this contest. The important thing is to have an idea. And here is a word of warning. When that basic idea flashes suddenly into your mind, make a crude sketch or jot down a few notes before you forget it! Many a fleeting thought might bring riches if only remembered, and especially is it true in a contest such as this.

The history of film trademarks offers ample proof of the theory that the emblems are often founded on flash thoughts of their creators.

One of the outstanding examples is the Paramount trademark, conceived many years ago when an executive, en route to a board meeting, saw a sign on an apartment which bore the one word Paramount. Impressed with the name, he sat down at a desk and designed an emblem which today marks Paramount the world over—a mountain peak. His inspiration was traced back to childhood days when he lived in mountainous coun-



When the Pickford-Lasky Company was officially formed: Jesse Lasky and Mary Pickford sign the contract with Francis Lederer, their first star, and Samuel Goldwyn looking on. Perhaps you will be the one to conceive their trademark!

try and learned to love snow-covered peaks!

Carl Laemmle, Sr., founded Universal and conceived the ring-around-the-world trademark. Later it was modernized by the addition of an airplane, but the basic idea has always remained the same. He, too, thought of the emblem during an idle moment, and proceeded to make it known the world over. Nearly every studio has a similar story of how one man, or a small group, hit suddenly upon an outstanding trademark. And nearly every trademark is imposing, emblematic, and most of all, dynamic.

By applying these principles, perhaps you can achieve the honor of designing an important trademark—and winning the grand cash prize. The rules are simple. The important thing to remember is to write down *immediately* any idea you get during your odd moments. That one fleeting thought may be the prize winner. Read the contest rules over carefully, then start picturing trademarks in your mind. Remember, your design **MUST** be original. You cannot win a prize by copying what someone else has already put to use.

Here are the rules:

1. Contest opens February 1, 1936.
2. Any reader is entitled to enter except employees of Fawcett Publications, Inc., Motion Picture Publications, Inc., or Pickford-Lasky Productions.
3. It is not necessary to submit a drawing of the trademark—you can outline your idea in words.
4. Do not submit decorated or fanciful entries.
5. Judges will be Mary Pickford, Jesse L. Lasky and Captain Roscoe Fawcett.
6. Contest closes April 15, 1936; winners will be announced as soon thereafter as possible.
7. In case of ties, duplicate prizes will be awarded.
8. Submit your entry to Contest Editor, **HOLLYWOOD Magazine**, 7046 Hollywood Blvd., Hollywood, Calif.

**HOLLYWOOD**



## YOUR GUIDE TO BETTER PICTURES

### BE SURE AND SEE THESE SUPERIOR FILMS:

**Mutiny on the Bounty**—(M-G-M)—Gable, Laughton, and Tone is a saga of the sea. Thanks A Million—(20th Century)—Rollicking musical with Dick Powell as the ultra-star.

**Night at the Opera**—(M-G-M)—Three Marx brothers raise the roof at the opera. Screamingly funny.

**Story of Louis Pasteur**—(Warners)—Paul Muni, Donald Woods, Anita Louise in an absorbing science story.

**Crime and Punishment**—(Columbia)—Magnificent acting by Edward Arnold, Peter Lorre, Marian Marsh. Morbid, but terrifically dramatic.

**I Dream Too Much**—(RKO)—Lily Pons brings her voice and personality to the screen. You will not be disappointed!

**Top Hat**—(RKO)—Fred Astaire and Ginger Rogers in a top notch musical show. Very entertaining.

**Midsummer Night's Dream**—(Warners)—All star cast makes Shakespeare easy to take. Glorious settings.

**Diamond Jim**—(Universal)—Edward Arnold clicks magnificently in the life story of the famous Diamond Jim Brady.

**Broadway Melody**—(M-G-M)—One of the best all-around musicals yet to reach the screen. Cheers for Eleanor Powell.

### WATCH FOR THESE BETTER THAN AVERAGE FILMS:

**Rendezvous**—(M-G-M)—William Powell, Rosalind Russell in a World War spy story.

**Frisco Kid**—(Warners)—James Cagney, Margaret Lindsay, Donald Woods in a Barbary Coast story.

**Barbary Coast**—(United Artists)—Miriam Hopkins, E. G. Robinson, and Joel McCrea in a thrilling Barbary Coast yarn.

**Big Broadcast of 1936**—(Paramount)—Oakie, Crosby, Roberti, Burns and Allen broadcast. You just listen and applaud.

**Remember Last Night**—(Universal)—Robert Young, Constance Cummings, Edward Arnold in a mystery story setting.

**Last Days of Pompeii**—(RKO)—Vesuvius blows the lid off with Preston Foster leading the human plot.

**I Live My Life**—(M-G-M)—Joan Crawford glistens. Brian Aherne and a swell cast.

**Shipmates Forever**—(Warners)—Annapolis story with Dick Powell and Ruby Keeler. You may be a little tired of the song by now.

**The Clairvoyant**—(GB)—Claude Rains in the title rôle joins with Fay Wray to make this a superior seer picture.

**Three Musketeers**—(RKO)—Presenting Walter Abel in a new interpretation of the famous classic.

**Ariane**—(British International)—Elisabeth Bergner scores a triumph. The problem: marrying a kept girl.

**The Crusades**—(Paramount)—Henry Wilcoxon, Loretta Young and a grand cast.

**She Married Her Boss**—(Columbia)—Claudette Colbert, Melvyn Douglas, Edith Fellows in a rollicking film.

**Dangerous**—(Warners)—Franchot Tone and Bette Davis co-star in a marvelous love story.

**Littlest Rebel**—(20th Century)—Shirley Temple captures the film as usual. Secondary honors to John Boles, Jack Holt, Bill Robinson.

**Mr. Hobo**—(GB)—George Arliss returns in a typical poor-man-turns-rich picture. He is excellent.

**Bride Comes Home**—(Paramount)—Fred MacMurray and Claudette Colbert in a goofy kind of love story.

**Mary Burns, Fugitive**—(Paramount)—Sylvia Sydney, Melvyn Douglas, and Alan Baxter in an absorbing crime story.

**Ah, Wilderness**—(M-G-M)—Lionel Barrymore, Eric Linden, and Wallace Beery in a small town family story.

**Whipsaw**—(M-G-M)—Myrna Loy returns in a jewel thief story, ably assisted by Spencer Tracy.

**If You Could Only Cook**—(Columbia)—Herbert Marshall and Jean Arthur in a pleasing comedy.

**Tale of Two Cities**—(M-G-M)—Ronald Colman handles the main rôle gloriously in the film version of the famous classic.

**Sylvia Scarlett**—(RKO)—Katharine Hepburn is starred again in one of her best pictures to date.

**Metropolitan**—(20th Century)—Lawrence Tibbett stars as the opera singer.

**In Person**—(RKO)—Ginger Rogers and George Brent excel in a story about movie stars.

**Exclusive Story**—(M-G-M)—Stuart Erwin and Joseph Calleja deserve bows. They didn't do right by Franchot Tone.

# NOSE PORES

## Largest Pores on Your Body— A Test of Your Cleansing Methods!

By *Lady Esther*

The pores on the nose are the largest on your body. For this reason, if allowed to become clogged with waxy excretions, they will become conspicuously large and noticeable.

The pores on your nose, therefore, are a good test of your skin-cleansing methods. If the pores are plugged with waste matter and gaping large, it's a sign your methods are insufficient. By keeping your pores—and this includes the pores of your nose—*thoroughly* clean, you can keep them normal in size, invisibly small.

### A Penetrating Cream Required

To get at the dirt and waxy matter that accumulates in your pores, you must use a face cream that penetrates, one that actually works its way into the pores. Such a cream is Lady Esther Face Cream. It does not merely lie on the surface of your skin. It actually penetrates the pores, and does it in a gentle and soothing manner.

Penetrating the pores, Lady Esther Face Cream goes to work on the imbedded dirt and waste matter. It dissolves it—breaks it up—and makes it easily removable. In a fraction of the usual time, your skin is thoroughly clean.

Cleansed perfectly, your pores can again function freely—open and close as Nature intended. Automatically then, they reduce themselves to their normal small size and you no longer have anything like conspicuous pores.

### Lubrication, Also

As Lady Esther Face Cream cleanses the skin, it *also* lubricates it. It re-supplies it with a fine oil that overcomes dryness and keeps the skin soft and smooth.

Make a test on your face of Lady Esther Face Cream. See for yourself how thoroughly it cleans out the pores. Mark how quickly your pores come down in size when relieved of their choking burden. Note the new life and smoothness your skin takes on. One test will tell you volumes.

### See For Yourself!

All first-class drug and department stores sell Lady Esther Face Cream, but a 7-days' supply is free for the asking. Just mail the coupon below or a penny postcard and by return mail you'll receive the cream—PLUS all five shades of my exquisite Lady Esther Face Powder. Write today.

(You can paste this on a penny postcard)

(21)

**FREE**

Lady Esther, 2030 Ridge Avenue, Evanston, Illinois.

Please send me by return mail your 7-days' supply of Lady Esther Four-Purpose Face Cream; also all five shades of your Face Powder.

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(If you live in Canada, write Lady Esther, Ltd., Toronto, Ont.)



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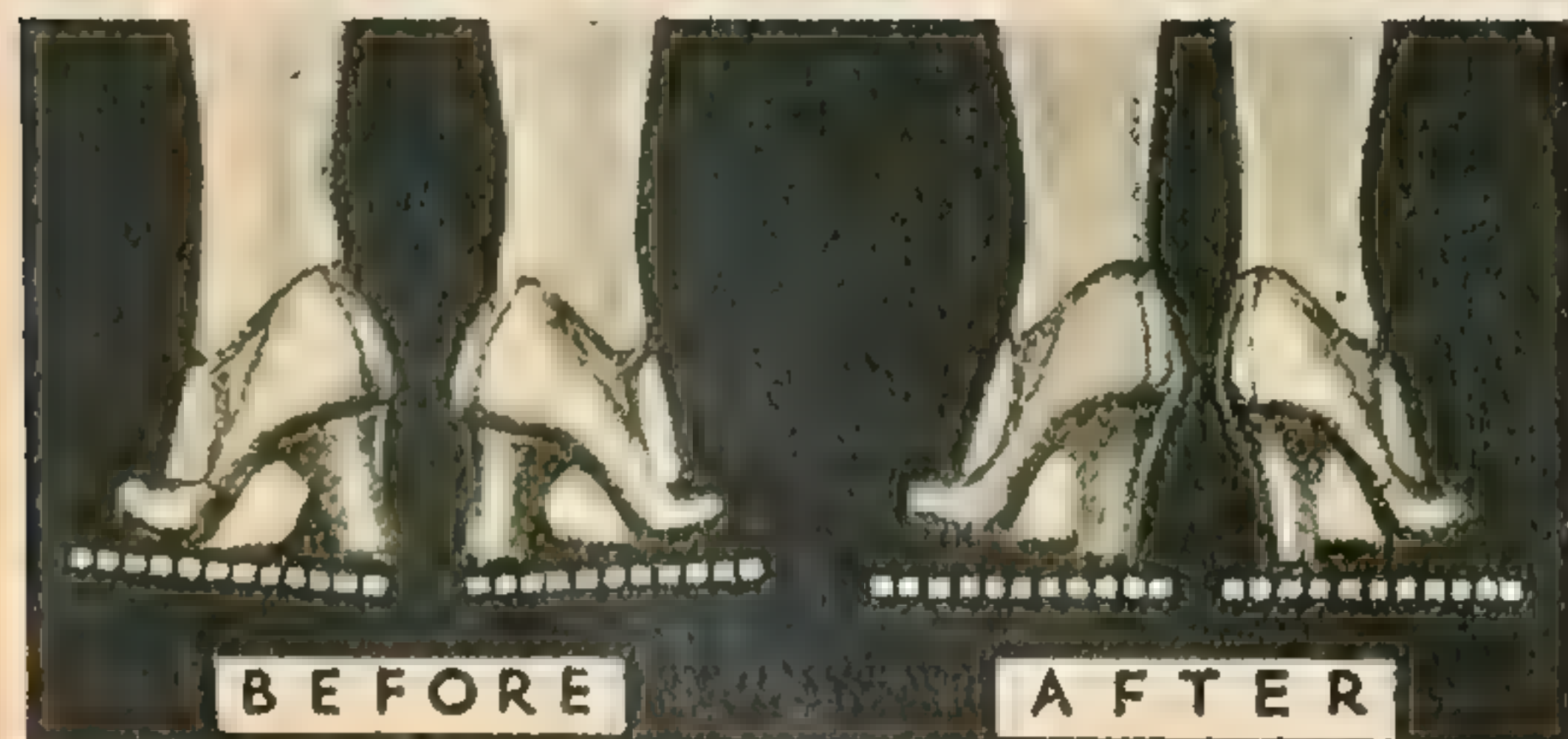
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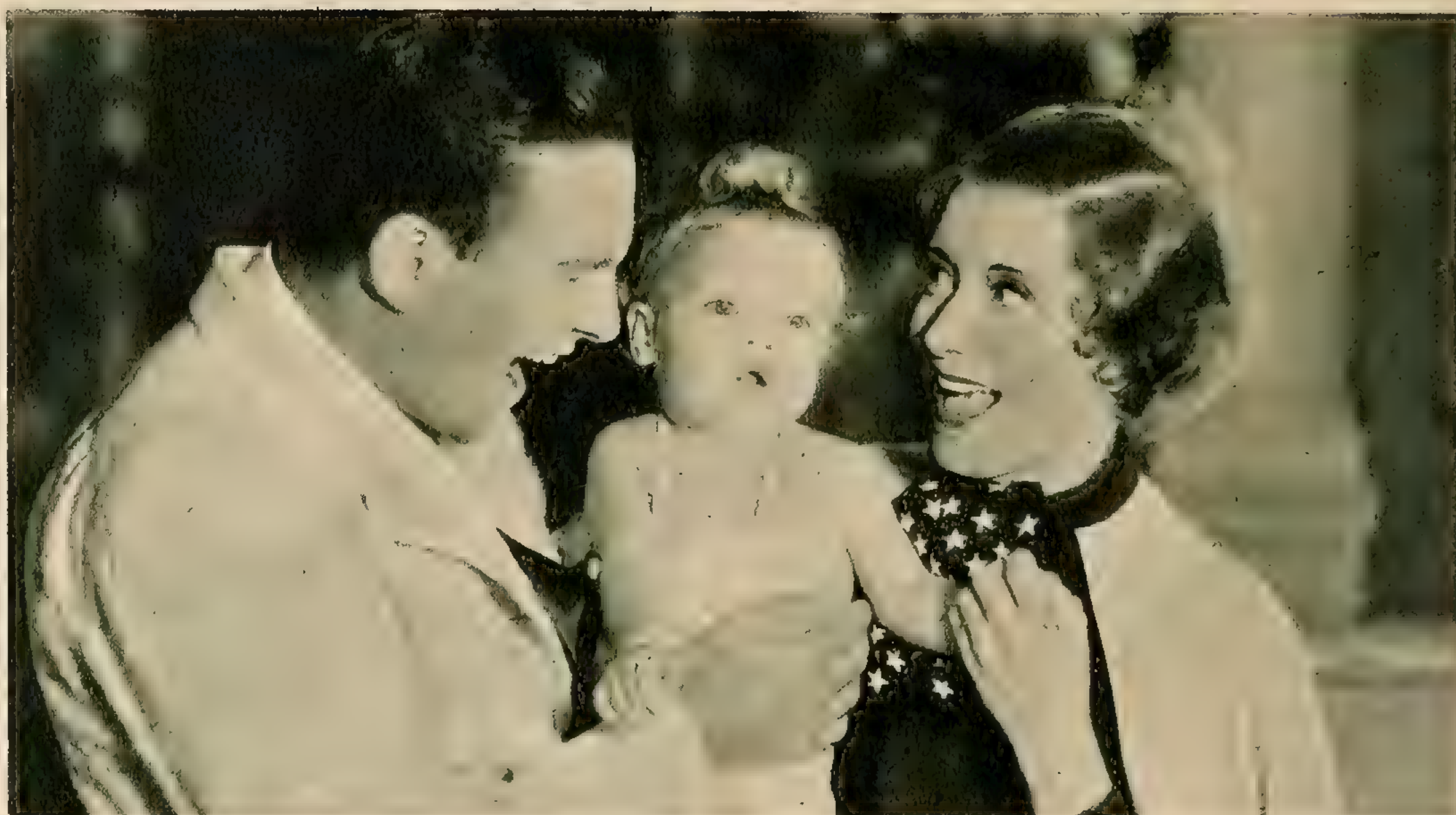
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**Dr. Scholl's Walk-Strates**

# THE Cradle OF THE STARS



—Charles Rhodes Photo

Sandra, the baby that George Burns and Gracie Allen adopted from the Evanston Cradle, helped convince Ruby Keeler to adopt little Al. Miriam Hopkins and Jack Haley each have gone to the cradle for another homeless child, and hope to get their bundles soon

By BILL FRENCH

● THERE'S A LITTLE red cottage in Evanston, Ill., that is being called The Cradle of the Stars. In reality it is known just as The Cradle, but lately there has been such a parade of tiny, gurgling tots into Hollywood homes, that the public forgets many a professional dignitary has opened his door for a lost infant.

It was Ruby Keeler's sudden visit to The Cradle that turned the spotlight on the little cottage.

Ruby and Al, however, are just one couple among many Hollywood celebrities who turned to The Cradle for a child on which to lavish their affections. For out of this same kind cottage, which has become nationally known in recent months, have come numerous lucky youngsters to be adopted by the stars of Hollywood. There is, for instance, George Burns' and Gracie Allen's little adopted daughter, Sandra; and again there is Miriam Hopkins' youngster, Michael, and half a dozen other little tots whose foster parents would rather keep the adoption a secret. Now Miriam, who has found great happiness in her rôle of foster mother, is eyeing the Cradle for a second youngster. And little Michael will have his companion when a thousand and one small obstacles have been overcome. It is a long road to the Cradle for those who would adopt children.

On the other hand, the Jack Haleys

returned from Evanston empty handed on their first attempt. Jack, who is among the better screen comedians, won't give up, however, and is making another trip to The Cradle seeking a companion for Jack Haley, Jr., aged 18 months.

Ruby Keeler's visit to The Cradle was cloaked in secrecy. She slipped into Evanston quietly and left the little red brick cottage with a basket in her arms. In the basket was little Al Jolson, Jr., who a few months before had been merely baby No. 2640.

From New York rushed Al Jolson and within a few hours the baby had been formally adopted as their child.

Ruby had very little to say. There were anxious moments and one short spell of sickness for little Al, Junior, soon after his arrival in Hollywood, but a few days in the hospital fixed that, and soon little Al was taken to a brand new nursery at the Jolson home.

"We're simply thrilled," Ruby said. "Isn't the baby scrumptuous? His daddy thinks he takes after Al a little with that dark hair."

There was some reason for Ruby speaking as she did, for Mrs. William Bradley Walrath, director of The Cradle, takes great care in trying to match up the children with their new parents. Coloring, size, general conformation, religions, and racial origin all figure in the selection. To [Continued on page 62]

HOLLYWOOD



# Pity Poor Penny!

(Continued from page thirty)

for four days a week. The other days Ann could eat what she wanted only Fanny kept up such a tornado blowing she couldn't get a bite in edgeways.

"Now what are you eating?" Fanny would ask.

"A lamb chop," Ann would answer.

"Stand up and let me see you."

With a long, blue sigh, Ann would rise to her feet. Fanny would give her a long searching look. "Hmm, better eat two, I see a bulge."

In the meantime they were ready for Fanny at the studio and Ann stayed at home to ravel up a few frayed nerves torn with Fanny's troubles.

But did she ravel? Hah, I'm laughing.

● DINNER TIME arrived and Ann, famished for food, would sit down to her blessed little lamb chop. It was no use. The phone would ring. This time a long, loud wail sailed through Penny's right ear, out the left and through an open window to an astonished California breeze.

"I've met him, Ann. I've met him."

"Who?"

"Powell. I've met Bill Powell."

"Well, what's terrible about that? You wanted to meet him, didn't you?" Ann asked.

"But would he come around when I'm dressed like Mae West?" Fanny wailed. "Would he? No, he had to come when I had this on, yoi, yoi."

"What have you on?" Ann asked.

"Long underwear," Fanny wept, "and nothing over it."

"Why, Fanny, whose long underwear is it?"

"I don't know. Someone said it was Garbo's but I think it's Wally Beery's. It wrinkles in funny places."

"Fanny Brice, what are you doing in long underwear?" Ann demanded.

"A fan dance for the movies," Fanny yelped.

● THERE WAS A sharp click as Ann snapped the receiver in place. Before her eyes a picture of Fanny doing a fan dance in long underwear floated like a nightmare. Even the lamp chop looked discouraged and the tomato went limp.

"Take it away," she called to the waiter and two more pounds melted away.

It went on for days with Fanny either worrying off Penny's pounds or blasting them off with one shock after another. The diet never getting a chance to do its noble stuff.

For instance there was the day Fanny telephoned on Penny's off-the-diet-day just as a large juicy steak beckoned.

"Penny, guess where I've been?" Fanny telephoned.

"On the set, I hope," Ann said.

"Nope, I've just seen the Grand Canyon."

Fear gripped Penny by the tummy spoiling all hope of a juicy steak making that its nesting place. Had Fanny gone crazy and really flown to the Grand Canyon in the midst of production?

"Fanny, what is this all about?" she asked.

"Well, you know that thing I keep on the front of my face?" she asked.

[Continued on page 53]

MARCH, 1936



● "Oo-hoo, Mother! Come right away—Sister's getting all fixed for a big cry. And you know how catching it is! If she cries, I'm going to, too—'cause she's my own twin and I feel so sorry!"



● "See here—this woolly sweater's making her a little bit prickly. How well I know the feeling! Wouldn't a few shakes of our slick, smooth Johnson's Baby Powder be just the thing?"



● "Some for me, too? Oh, how nice! I just love to feel that soft, slippery powder going all tickly down my neck. Let's not have it just at bath-time—let's have it often! Then we'd never cry!"

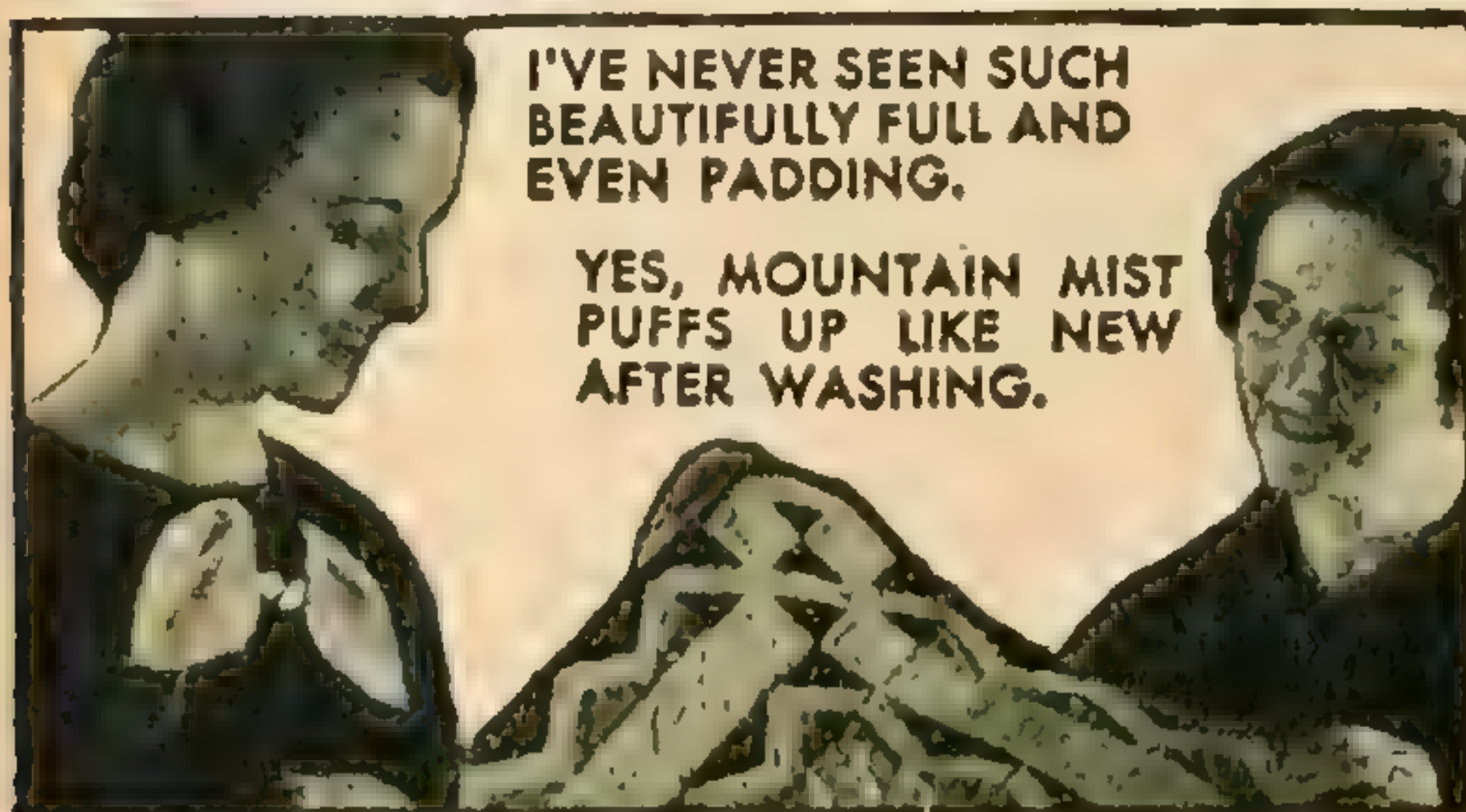
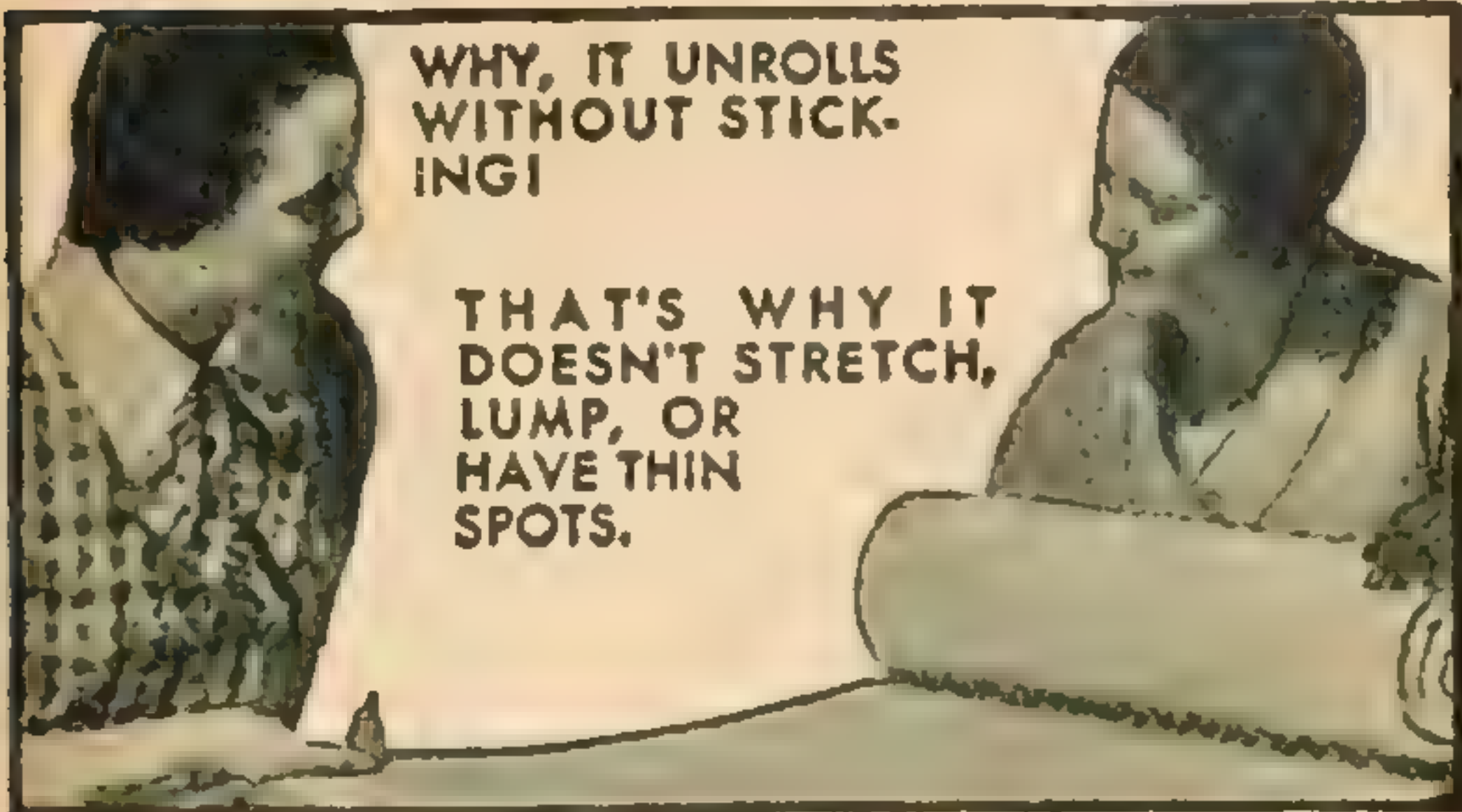


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**Guaranteed By 12 Year Old Electrical Firm**

Plugs into any light socket. Uses any ordinary household current, AC or DC, or home light plant current. Will last a lifetime. Made of finest materials. Customer writes: "Safe-Kurl saves me money and keeps my hair waved perfectly. Takes only a few minutes to use." **SEND NO MONEY!** Pay postman only \$1.95, plus few cents postage, when he delivers your Waver complete and ready to use. Nothing else to buy. Complete directions included. Satisfaction guaranteed or money back. Mail order today.

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## Making Your Formal Dinner Easier

Marian Marsh's own recipes will help you a lot in planning your own party

By Dorothy Dwan

It's FUN To give informal buffet suppers for old friends who are congenial, and who know and like one another. Then, the hostess is merely one of the group, deciding along with the crowd how to spend the evening, whether her new salad is a success, and if the living room drapes match the rug.

But, just as sure as death and taxes, there comes a time when we have to get out our best table linen, dust off the demi tasse cups, and polish up Grandmother's silver—for a formal dinner party. On the fatal evening in walk three or four couples, mere acquaintances of yours, perhaps, and total strangers to each other. When the weather, and newspaper headlines have been discussed, then what? It's up to the hostess to be the guiding hand, and I've learned what to do from Marian Marsh.

Marian loves tennis, and on the days she is free from the studio, she is tied to the courts. While she was resting between sets one day, the conversation



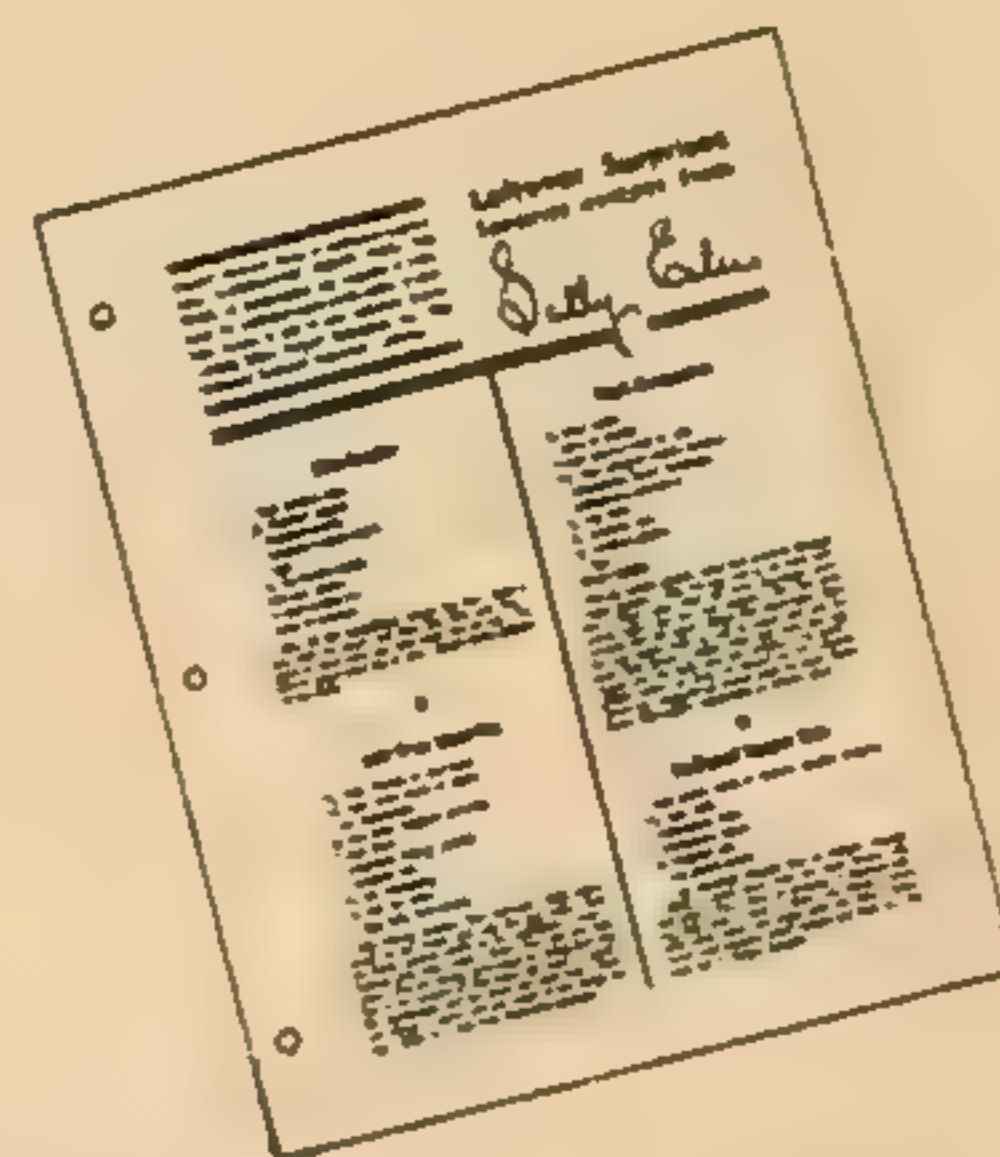
Marian Marsh completes her own dinner, looking fresh and ready for the party. You'll find her suggestions helpful

turned to these duty parties, and Marian surprised me by saying she enjoyed giving them, though they required a bit of time and thought.

## MAE CLARKE'S CAKE RECIPES

You've been wanting some new cake recipes for a long time—and here's your chance to get them FREE! Write NOW for the leaflet giving Mae Clarke's Favorite Cakes—kitchen tested and sure to please! It's printed—like all our new Star recipes—on a punched leaflet made to fit an 8½ by 11-inch loose leaf notebook, obtainable in any dime store!

Scan this list of unusual recipes. Send for one or ALL of them. They'll form the handiest household reference manual you ever owned!



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Savory Ham Dishes from Gloria Stuart .....	5c

HOLLYWOOD'S recipes are kitchen-tested by Anna Belle Lee, noted home economics expert with modern testing kitchens in the Hollywood Citizen-News building. You can depend on all recipes to give finest results. Send for them NOW!

Address your letters to Dorothy Dwan, Hollywood Magazine's Food Editor, 7046 Hollywood Blvd., Hollywood, Calif. NO LETTERS ANSWERED UNLESS A STAMPED AND ADDRESSED ENVELOPE IS INCLOSED!



● IN RESPONSE To my questions, Marian told me,

"The up to date hostess plans her dinner party as a general outlines a campaign, realizing that many details go to make a harmonious gathering, outside the actual menu.

"She learns that the influence exerted on a person by one's environment makes one charming and at ease, or stiff and awkward. People are like animals in this respect. They instinctively 'feel' the vibrations emanating from a room and the other guests, and fashion their personalities accordingly."

● HERE ARE Marian's recipes.

One-half spring chicken for each serving, split straight down back. Fry the fowl in part butter and lard, until delicately browned. Then season. Fill chicken cavity with a round of the following dressing, place in a baking pan with some of the dripping from frying pan and bake slowly for about forty minutes.

For the dressing, allow  $\frac{1}{2}$  cup bread crumbs for each half chicken, also  $\frac{1}{2}$  teaspoon grated onion,  $\frac{1}{4}$  teaspoon chopped celery leaves, a pinch of sage, salt and pepper to taste, and a little butter, which is added to a little warm water, to moisten the bread crumbs. However, do not moisten the mixture until the water is cool.

#### TOMATO SALAD CLEMENTINE

3 cups stewed tomatoes	Salt to taste
1 sliced onion	2 tablespoons gelatine
1 stalk celery	$\frac{1}{2}$ cup cold water
1 bay leaf	Lettuce
1 clove	Mayonnaise
1 teaspoon sugar	Thinly sliced cucumbers

Cook tomatoes with seasonings. Soak gelatine in cold water and add to the hot mixture. Strain and allow to cool. Pour into individual cups and set until firm. Turn out on crisp lettuce leaves, surround with chilled cucumbers and top with mayonnaise. Sprinkle finely chopped chives over mayonnaise.

Marian cautioned, "Never serve your after dinner coffee, or liquors at the table. After dining, folks are often drowsy, and contented with the world. Don't attempt to jolt them out of their lethargy by arranging games—let them come to gradually. Before long, your guests will arrange their own evening, while sipping the coffee, and that, my girl, is what makes a successful party. Now, I'm ready for another game."

● To WHICH I retorted, "Not on your life. Stay right there until we conclude this dinner with a dessert."

"Now you've found my weak spot," laughed Marian. "With this type dinner I serve a frozen fruit dessert. I'll tell you how to make it, if you'll let me go."

#### FROZEN FRUIT PUNCH

$\frac{3}{4}$ cup granulated sugar
$\frac{1}{2}$ cup water
$\frac{1}{2}$ cup blackberry juice, unsweetened
$\frac{1}{2}$ cup orange juice
$\frac{1}{2}$ cup raspberry juice, unsweetened
2 egg whites
Pinch of salt
$\frac{1}{2}$ cup maraschino cherries

Cook sugar and water slowly to consistency of syrup. Add to strained fruit juices. Cool. Pour into freezing tray of refrigerator and allow to freeze firm. Remove to ice cold bowl and beat with rotary beater. Have stiffly beaten egg whites ready, and fold into mixture. Add salt and cherries, pour into freezing tray and freeze until firm once more.

MARCH, 1936



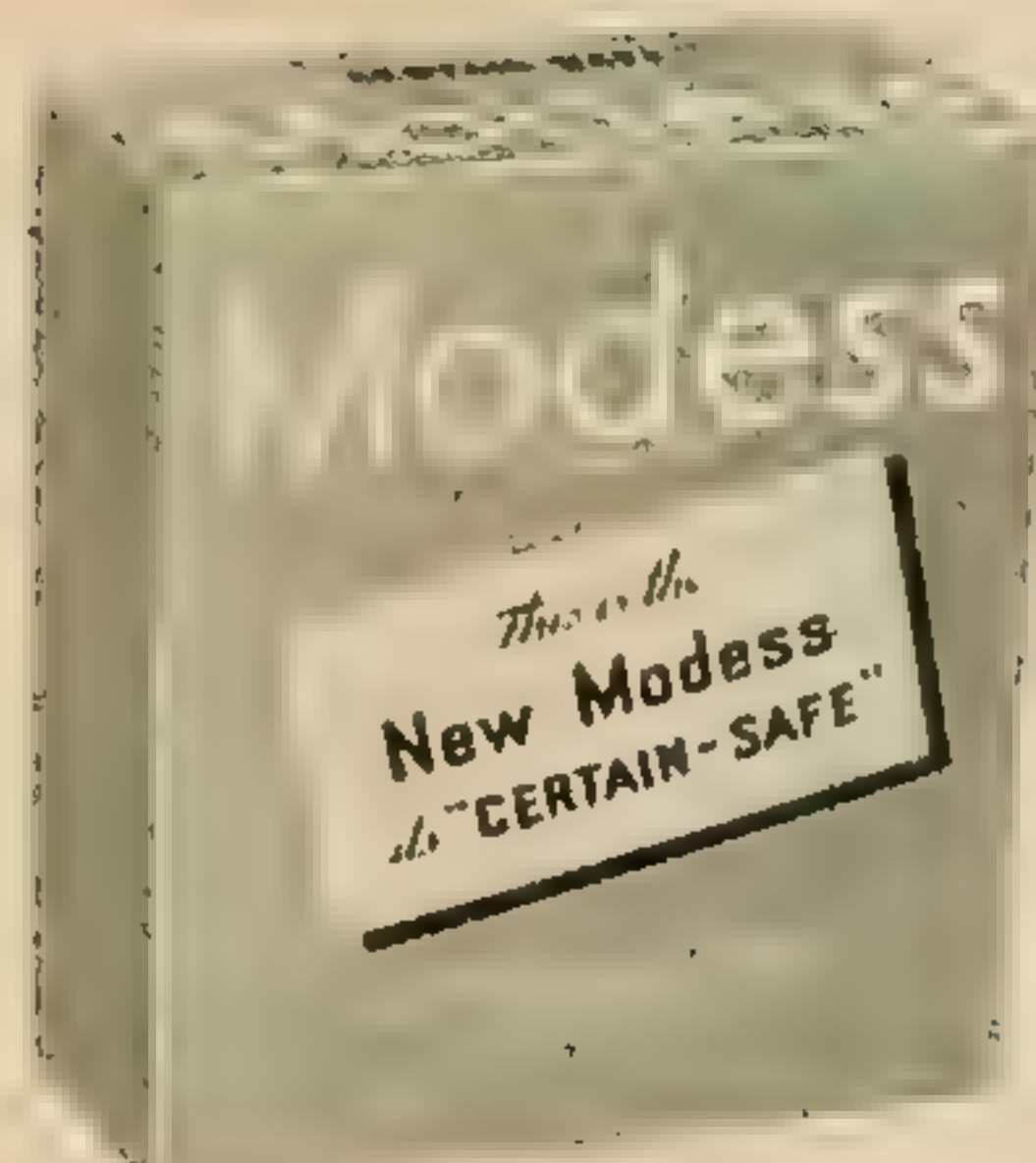
Like a shadow, fear haunts you. Every minute you wonder—"Am I safe?"

But *why*—why risk that fear? Modess—the new and utterly different sanitary napkin—now banishes "accident panic." It's *certain-safe*! It stays soft! It stays safe!



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*No striking through*—as often happens with ordinary reversible napkins. No soggy edges! For Modess has a specially treated material on the sides and back. Wear *blue line* (the moisture-proof side) away from body and protection is complete!



End "accident panic"  
—ask for *Certain-Safe*  
**Modess!**

Try N-O-V-O—the new safe douche powder. Cleanses! Deodorizes! (Not a contraceptive.)

At your druggist or department store



# Kidneys Must Purify Blood



To Bring  
Vitality, Clear Skin  
and  
Youthful Looks

## Women Need Help More Often Than Men

The only way your body can clean out Acids and poisonous wastes from your blood, is through 9 million tiny, delicate Kidney tubes or filters. If, because of functional troubles your Kidneys get tired or slow down in their work, these poisons remain in the system and make your eyes look dull and your skin coarse and dry, and at the same time you find yourself all Tired-Out, Nervous, and unable to keep up with the speed of modern life.

Functional Kidney troubles also may cause much more serious and disagreeable symptoms, such as Getting Up Nights, Leg Pains, Backache, Circles Under Eyes, Dizziness, Rheumatic Pains, Acidity, Burning, Smarting and Itching.

Any Doctor can tell you that the speed of modern life and present day foods throw an extra heavy load on the Kidneys, and that most people need help from time to time if they are to feel their best and preserve their youthful appearance. Fortunately, for sufferers, it is easy to help functional Kidney Troubles with the Doctor's guaranteed prescription Cystex, which now is available at all drug stores under a positive guarantee to satisfy completely or cost nothing.

### Doctors Praise Cystex



Dr. T. J. Rastelli

Doctor T. J. Rastelli, famous Doctor, Surgeon, and Scientist, of London, says: "Cystex is one of the finest remedies I have ever known in my medical practice. Any Doctor will recommend it for its definite benefit in the treatment of many functional Kidney and Bladder disorders. It is safe and harmless." And Dr. C. Z. Rendelle, another widely known Physician and Medical Examiner, of San Francisco, recently said: "Since the Kidneys purify the blood the

poisons collect in these organs and must be promptly flushed from the system, otherwise they re-enter the blood stream and create a toxic condition. I can truthfully recommend the use of Cystex."

## World-Wide Success

Cystex is not an experiment, but is a proven success in 31 different countries throughout the world. It is prepared with scientific accuracy in accordance with the strict and rigid standards of the United States Dispensatory and the United States Pharmacopoeia, and being designed especially to act in the Kidneys and Bladder is swift and safe in action. Most users report a remarkable improvement in 48 hours and complete satisfaction in 8 days.

## Guaranteed To Work

Because of its unusual success, Cystex is offered under an unlimited guarantee to do the work to your complete satisfaction in 8 days, or money back on return of empty package. Under this unlimited guarantee you can put Cystex to the test and see exactly what it can do in your particular case. You must feel younger, stronger, and better than you have in a long time—you must feel that Cystex has done the work to your complete satisfaction or you merely return the empty package and it costs you nothing. You are the sole judge of your own satisfaction. Cystex costs only 3c a dose at druggists, and as the guarantee protects you fully, you should not take chances with cheap, inferior, or irritating drugs, or delay. Ask your druggist for guaranteed Cystex (pronounced Siss-Text) today.

## What SHE TOLD WORN-OUT HUSBAND



She could have reproached him for his fits of temper—his "all in" complaints. But wisely she saw in his frequent colds, his "fagged out," "onedge" condition the very trouble she herself had whipped. Constipation! The very morning after taking **NR** (Nature's Remedy), as she advised, he felt like himself again—keenly

alert, peppy, cheerful. **NR**—the safe, dependable, all-vegetable laxative and corrective—works gently, thoroughly, naturally. It stimulates the eliminative tract to complete, regular functioning. Non-habit-forming. Try a box tonight. 25c—at druggists.



**NR TO-NIGHT**  
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Women, girls, men with faded, gray, streaked hair, shampoo and color your hair at the same time with my new French discovery—"SHAMPO-KOLOR". No fuss or muss. Takes only a few minutes to merely shampoo into your hair any natural shade with "SHAMPO-KOLOR". No "dyed" look, but a lovely, natural, most lasting color; unaffected by washing, or permanent waving. Free Booklet. Monsieur L. P. Valligny, Dept. 19, 254 W. 31st St., New York City.

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Sir Guy Standing

By VIRGINIA WOOD

**H** E'S THE KIND of man you wish you'd had for a father . . . though you're never conscious of his age . . . until you realize how full his life has been of a number of things . . . which can only come with years of righteous and graceful living . . . he loves to rise early . . . and fish . . . or take long walks . . . with his small dog . . . Buster . . . who is a dachshund . . . likes to work crossword puzzles . . . and design things . . . from model boats . . . to his own lakeside home . . . but spends most of his time . . . when not working . . . with his paint brush . . . his water colors have won several prizes . . . and he loves California scenery . . . and American people . . . although he still retains his title as Knight Commander . . . of the British Empire . . . plays the piano . . . and sings . . . for his own amusement . . . and for his close friends . . . who are always welcome . . . is a marvelous host . . . he loves to have young people around . . . who flock to him for advice . . . has an amazingly analytical mind . . . and becomes very impatient with dull people . . . is extremely thoughtful of those he loves . . . gives Jane Cowl most of the credit . . . for his acting ability . . . when he played with her . . . on the New York stage . . . years ago . . . has practically every suit of clothes . . . he's ever owned . . . which he keeps for that day . . . when he'll need a certain one . . . to be authentic . . . in a period rôle . . . he can hold your interest . . . for hours on end . . . with tales of adventure . . . when he sailed the seas . . . and amassed his fortune . . . which is considerable . . . but he loves simple things . . . and peaceful living . . . and loathes large parties . . . which he cleverly evades . . . though he's much in demand . . . if he'd have it that way . . . but he much prefers . . . to sit by the fire . . . in his charming living room . . . and talk to a friend . . .

HOLLYWOOD



## The Projection Room

(Continued from page forty)

*Blood* also marks a forward step for Olivia de Havilland, who is making the most of some coveted rôles on the Warner Brothers lot.

Since this picturesque tale of the Spanish Main has a plot better suited for pictures than the historical *Mutiny on the Bounty*, with which it is bound to be compared, women may prefer the romance of *Captain Blood* above the realism of *Mutiny*. Both share in some superb sea photography, both have action galore; beyond that these two splendid films belong in separate categories.

Sabatini's story (filmed before in silent days) tells how Captain Blood becomes a slave in Port Royale, how he escapes and captures a pirate ship, and rises to fame under the flag of the skull and cross-bones. He wins Olivia in a duel and wins a pardon for his deeds in a thrilling sea battle with the French.

### PETRIFIED FOREST (Warner Bros.)

● When Archie Mayo was handed the script of the famous Robert Sherwood stage hit, *Petrified Forest*, the director was told that it was supposed to take place at Black Mesa, in the Painted Desert. Archie spent a futile week looking for the mesa in Arizona. But there is no "Black Mesa."

Returning to Warner Brothers studio, he built a desert highway on a sound stage, put in his own Black Mesa, a gas station and Bar-B-Que stand, and started shooting. His picture is impressive, beautiful, haunting. It will linger with you long after other pictures fade from memory, like a strain of unforgettable music. The ceaseless wind of the desert, rolling dead tumbleweeds across the sand, forms the background of a series of events which are as nostalgic and sad as the wind, as significant as the uprooted tumbleweeds that come from nowhere, going nowhere.

Leslie Howard is the poet who wanders into the lonely station to find in Bette Davis, the waitress, that spark of genius which he once believed he possessed. When a gangster and his mob make their last stand against a posse in the station, Howard sees a poetic opportunity to make his useless existence amount to something after all. Signing his insurance over to the girl, he bargains with the killer to shoot him, so that the girl can escape from the desolate destiny in store for her.

Two endings were filmed, for tragedy is not often relished by picture goers, but it was finally decided that no other solution than the one in the play could be used. Here is your opportunity to see a great play, infinitely improved through the greater scope of action and background available in films.

### RIFF RAFF (M-G-M)

● It will be compulsory for you to see *Riff Raff*, for a view of a new and more ravishing Jean Harlow. Jean's fans have maintained, ever since she outshone a cast of super-luminaries in *Dinner At Eight*, that the color of her hair had nothing to do with her superb ability. *Riff Raff* is the proof. Discarding that million dollar platinum trade mark for soft brown curls, Jean cannot now be further improved.

MARCH, 1936

# Do you know anybody who deserves

this tag?



**M**EN avoid her. Girls refuse to bother with her.

"A careless, untidy person who is unpleasant to be with"—that's the way they think of the girl who carries the ugly odor of underarm perspiration on her person and clothing.

Too bad. For she misses so many good times. Her real friends would like to tell her what the trouble is, but after all, they feel, the girl of today should be alert to the danger of underarm odor in herself.

She should know that the underarms need *special daily* care. Soap and water alone are not enough.

And the modern girl knows the quick, easy way to give this care. Mum!

Half a minute, when you're dressing, is all you need to use Mum. Or use it after dressing, any time. For Mum is harmless to clothing.

It's soothing to the skin, too. You can use it right after shaving the underarms.

And you should know this—that Mum prevents every trace of perspiration odor without affecting perspiration itself.

Don't label yourself as "the girl who needs Mum." Use it regularly every day and you'll be safe! Bristol-Myers, Inc., 630 Fifth Ave., New York.

# MUM



**USE MUM ON SANITARY NAPKINS, TOO** and you'll never have a moment's worry about this source of unpleasantness.

**takes the odor out of perspiration**

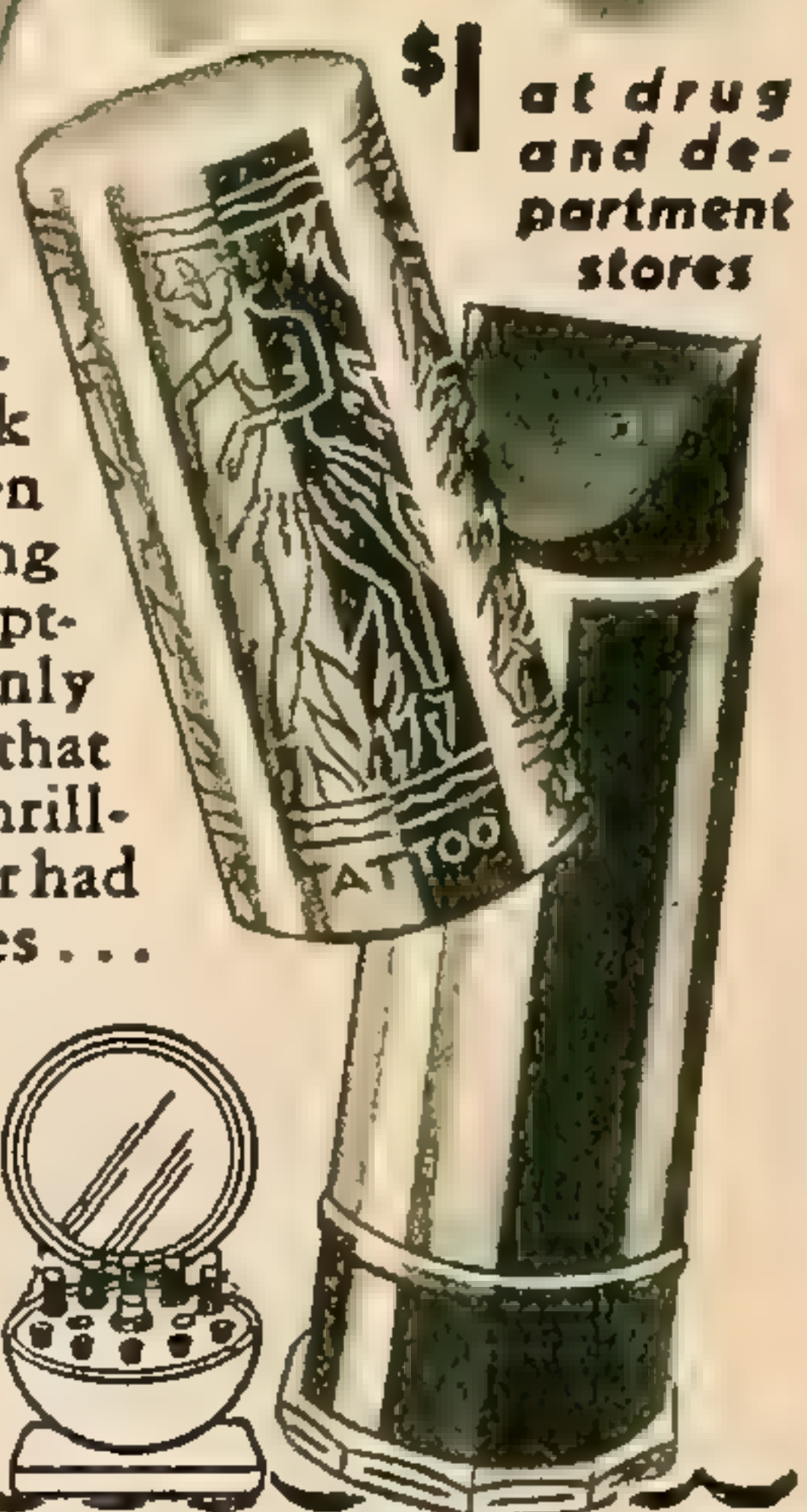


# TATTOO YOUR LIPS

with transparent South Sea red,  
as the tropic enchantress does



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Address \_\_\_\_\_  
Town \_\_\_\_\_ State \_\_\_\_\_

## Frocks for Springtime

(Continued from page thirty-four)

acquired a very becoming and individual daytime ensemble which combines black crêpe and a lovely and very gay flowered print. Over a long-sleeved, plain frock of the black, adorned only with pleated flounce, she wears a belted tunic of the printed crêpe in lovely combination of cerise, apple green and black on ivory background. The tunic is designed with short, puffed sleeves, allowing the frock's black sleeves to show as a cuff, and diagonal front fastening, open at the beltline for another glimpse of black. . . . Just the thing for cocktail parties, bridge afternoons and other such affairs. With it, Mona wears a perfectly fascinating "flower pot" hat in a strange

yet lovely shade of blue, shading into violet, and topped with a gorgeous bunch of many-colored posies. You will see that this dress, too, is fashionably short.

❶ If You Would be interested in making a frock like this one, it can be done. Just order Screen Star pattern No. 1679, available through HOLLYWOOD's pattern service for 25 cents. It comes in the same wide assortment of sizes that the other pattern does and, although it appears a delightfully "dressy" costume when finished is really extremely easy to make.

Mona has three rules for becoming clothes that are worth recording. Here they are: (1) stick to a becoming color; (2) be sure you feel right in your clothes; (3) wear clothes that bring out your good points.



Coupon For Your Convenience  
HOLLYWOOD's Screen Star Pattern  
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Fawcett Building, Greenwich, Conn.  
In Canada: 133 Jarvis St., Toronto.

My size \_\_\_\_\_ My bust \_\_\_\_\_

1678—Street Ensemble . . . 25c

1679—Cocktail Ensemble . 25c

Fashion Magazine . . . . . 15c

(10c if you order a pattern)

(Patterns offered in sizes 14, 16, 18  
years; 36, 38, 40 inches bust)

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

Mona Barrie, beautiful Fox player whom you will be seeing in *King of Burlesque*, looks as though she stepped from Fashion's band-box, in this early spring ensemble (pictured above, right) combining colorful printed crêpe with black. You can make one like it with the aid of Screen Star pattern No. 1679, available in sizes 14, 16, 18 years; 36, 38, 40-inches bust, for 25 cents.



## Pity Poor Penny!

(Continued from page forty-seven)

"Your nose, you mean?"

"Heavens, no, I thought that was my secret sorrow until now. But Penny, I've just come from seeing my rushes and when I opened my mouth, there was the Grand Canyon. I could hardly keep from riding down on one of those little burros. I nearly sent you a postal card. Oi yoi yoi, now I've got this to worry over." Wail after wail poured over the phone. "Why did nobody ever tell me it looked like the Hudson tube? Now, what am I going to do with my ruined life, tell me that?"

Ann couldn't. Her steak was cold and so was her appetite and so two pounds and three ounces more of little Penny bit the dust.

● Now MIND, it wasn't only the lovely little black-eyed Ann who suffered. All Hollywood felt the Fanny influence. For instance, several early morning pedestrians came within an ace of screaming hysterics at the unexpected sight of Fanny riding in a taxi to the studio with the famous Brice face hanging out the window. People couldn't believe their own eyes.

"It's to get the early morning look off my map," Fanny explained. "I've got to be gorgeous, ain't I?"

Yes, she has to be gorgeous. And what's more she has to be funny. More than seventeen years ago she started it and dare not let down for one little minute. With a wistfulness that one seldom hears in that famous voice, she told me this: "It's not fun anymore, this work of mine. No, it's no longer the joy it was back in those early *Follies* days. It's work and it's worry and plain you-know-what just trying to keep on top.

"Oh, those coming-up years! What a grand time that was. But now—" She shakes her brown head and looks longingly back through the years to that lanky, young Jewess from New York's Eastside standing on a burlesque stage singing, "Yiddle On Your Fiddle Play Some Ragtime."

Back to the night the call boy came dashing in saying, "Fanny, Mr. Belasco is at the stage door to see you."

Mr. Belasco! The famous dramatic producer at a burlesque stage to see her! She could hardly get there for one knee knocking the other.

"Good evening, miss, I'm Mr. Belasco," a forlorn little peddler announced. "How about some nice silk stockings only 59 cents a pair and lady, to my own sister they would be 79 cents."

Fanny bought them.

Several nights later the boy came to Fanny with the great news that Mr. Ziegfeld was at the stage door to see her.

So. They wanted to play, did they? Well, Fanny could play, too. She met him at the door as he stood there, a fur coat over his arm.

"So you want to sell me a fur coat, eh? How much?" she asked.

He named a price and the deal was in the bag. Only the next mail brought a note from the great Ziegfeld himself asking if Fanny would mind returning his wife's fur coat she bought the night before and to take a place in his *Follies*.

It was there, in that *Follies*, she met Ann Pennington. Seventeen years later, they were still together.

MARCH, 1936

# Do This to Ease Sore Throat Instantly

Relieve Soreness in 3 Minutes This Easy Way



**1.** The moment you feel a throat irritation, crush and stir 3 BAYER ASPIRIN Tablets in  $\frac{1}{8}$  glass of water. Gargle twice. Do not rinse mouth.

**2.** If you have a cold, take 2 BAYER ASPIRIN Tablets and drink a full glass of water. Repeat if necessary, according to directions in package.



If you want the most astonishing and quickest relief from sore throat, you have ever experienced, just do this:

Crush and dissolve three Bayer Aspirin Tablets in  $\frac{1}{8}$  glass of water for use as a gargle.

Gargle your throat twice with this medicated mixture, holding the head well back to allow its going deep into the throat.

That's all! Relief will come almost instantly. For the Bayer Aspirin will act like a local anesthetic to ease throat pains. And, at the same time, will soothe and quiet irritation.

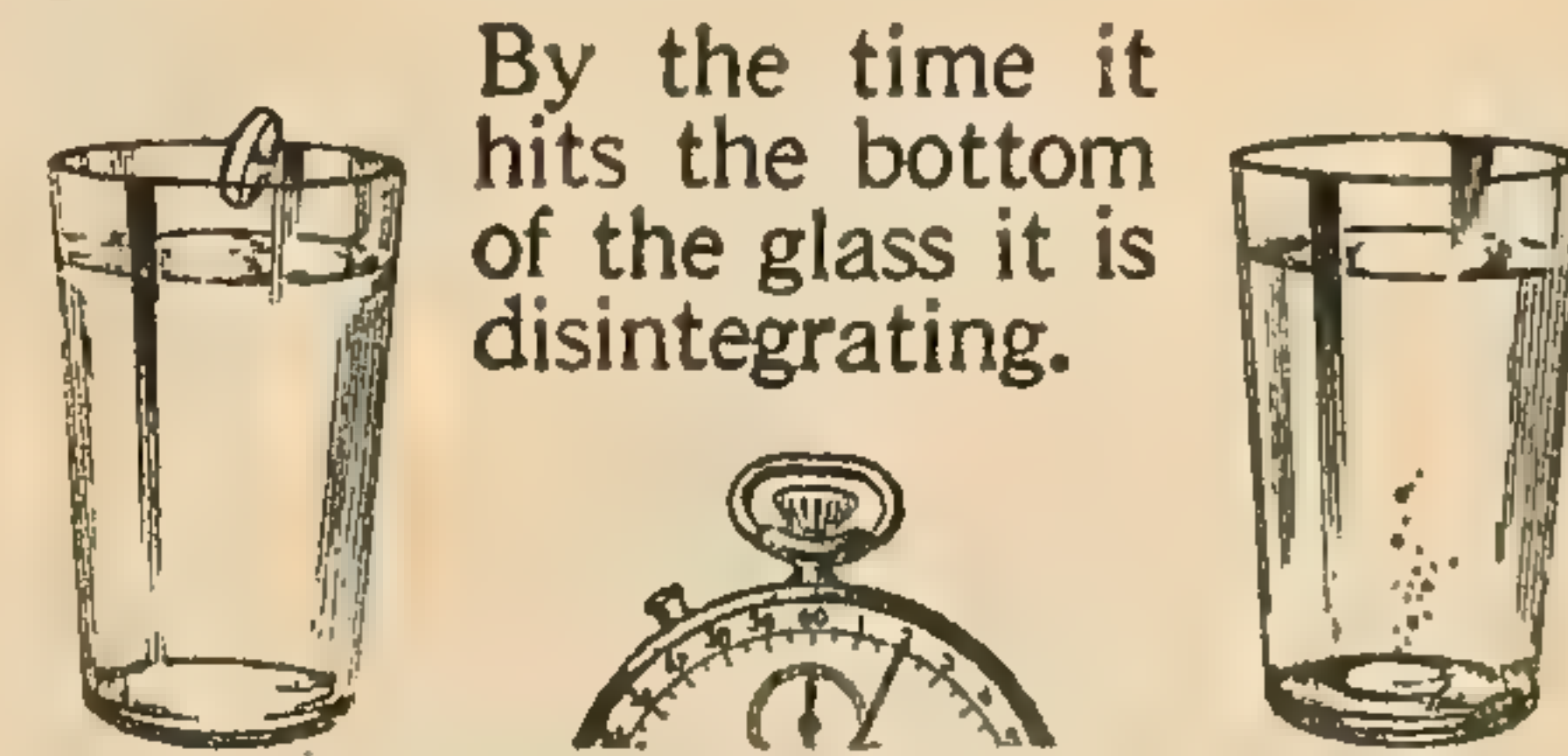
People by the tens of thousands are combating sore throat this way. Doctors endorse it. And scientists acclaim it as perhaps the most effective gargle yet discovered — for it provides a medication, and it takes medicine to combat a sore throat.

If you have a cold with your sore throat — take two Bayer Aspirin tablets with a full glass of water at the same time you gargle.

When you buy, though, be sure to get real BAYER ASPIRIN TABLETS. They dissolve fast and work fast; bringing quick relief.

## Why BAYER Aspirin Works So Fast

Drop a Bayer Aspirin tablet into a glass of water.

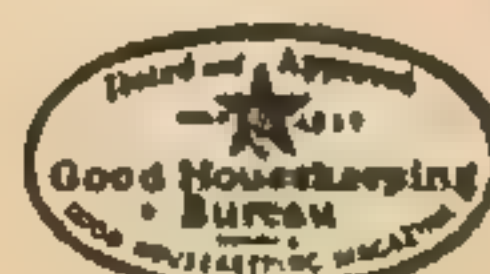


### IN 2 SECONDS BY STOP WATCH

A Genuine Bayer Aspirin tablet starts to disintegrate and go to work.

What happens in these glasses happens in your stomach — Genuine BAYER Aspirin tablets start "taking hold" of pain a few minutes after taking.

NOW REDUCED TO 15¢





## NEW TATTOO CREAM MASCARA

Needs no water to apply—really waterproof!



TATTOO your eyelashes with this smooth, new cream mascara and your lashes will instantly look twice their real length; the South Sea enchantress' own way of achieving truly glamorous eyes. More waterproof than liquid darkeners; won't run or smear. Easier to apply than cake mascaras. Won't smart. Harmless. Actually makes lashes soft and curling, instead of brittle and "beady." Complete with brush in smart, rubber-lined satin vanity . . . 50c.

### SEND COUPON FOR 30 DAY TUBE

TATTOO, 11 E. Austin Ave., Dept. C50, Chicago. 10c enclosed. Please send 30 day tube TATTOO Cream Mascara with brush. ☐ Black ☐ Brown ☐ Blue (check color desired).

Name \_\_\_\_\_  
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Smooth-white attractive hands give you poise and confidence. You can have them too, by becoming a regular user of Chamberlain's Lotion. A clear liquid, not sticky or gummy, absorbed in 37 seconds, it not only re-beautifies hands, but arms and skin as well. Blended from thirteen different imported oils, it is a complete beauty treatment, one you will enjoy using. Two sizes—at any drug or department store.

### USE THIS COUPON

Chamberlain Laboratories, Inc., Des Moines, Iowa. Please send free trial size of your lotion. PM-2

Name \_\_\_\_\_  
Address \_\_\_\_\_ (GOOD ONLY IN U. S.)

**Chamberlain's Lotion**



## When Fredric March Got Spanked

(Continued from page twenty-four)

spinach, whether you eat it at the family table, or off the mantel piece.

One local character, however, was not included in Master Bickel's repertoire of hilarious "take-offs." That was the town banker. And Freddie spared him, only because he had a wholesome respect for bankers, in general. That was at a time when the majority of them were more or less deserving.

"My original ambition was to be a banker," he told us, as we sat in his super-colossal (on a small scale) portable dressing room, between scenes of *Anthony Adverse* at Warner Brothers. "That looked like the best bet in the world. Lots of money, a black silk dress every day in the week for mother, and nothing to do but sit in a fancy office and count one hundred dollar bills!"

Some fun, eh, kid? And, who wouldn't?

The idea of acting, as a profession, never entered his head. Actors, as Freddie saw them, were a pretty shabby lot. The traveling stock companies and tent shows that made his home town, presented an array of dubious talent that failed to inspire his adolescent soul.

From the cadaverous "heavy" to the leading lady of indeterminate vintage, they all looked hungry. So, the glamour of footlights and grease-paint left him quite cold.

● BANKERS WERE, without exception, well fed and prosperous looking. Furthermore, they didn't have to travel all over the country playing one night stands to insolvent customers for "coffee and".

No—the fancy office and one hundred dollar bills still comprised the pot of gold at the end of Freddie's rainbow.

Off he went, then, to study the finer points of dividends and compound interest, at the University of Wisconsin.

He must have been what is genially referred to as a "filthy grind," for, in no time at all, the smarty ran away with a scholarship that entitled him to one year's training in a New York bank.

With the local paper carrying a glowing

account of the brilliance of their "native son," a few of his early "victims"—who had predicted that Freddie would surely end his juvenile life of crime on the gallows, no less—were plenty red in the face!

Arriving in the wicked city, full of ambition (and the box lunch Mother Bickel had put up for him!) Fred set to work with characteristic determination.

At the bank, they put him behind a barred window, told him briefly what he was to do, and then promptly forgot all about him.

● DAY AFTER DAY, he made little marks in big books; cashed fat checks for thin men; and ran for the scissors whenever the president felt in a mood to clip coupons. And thus the year wore on.

"I didn't seem to be getting anywhere," he deplored. "Just a glorified cashier—that's all I was. And there was nothing I could do about it. So—I stuck. Would have been 'stuck' yet, probably, if, one day when things looked most hopeless, they hadn't carted me off to the nearest hospital and almost permanently balanced my account by carving out the March appendix. That was the turning point in my life."

Lying in the hospital, Freddie had a good chance to think things over.

Life, he decided, was full of a color and excitement that the embryo banker must ignore. Work—and more work. That was the order of things. Burn the midnight oil, lad. Subdue the fever in your blood. And, by the time you're sixty, you'll have money in your own bank and gout in your dancing feet!

"Not for me!" Freddie cried gaily. And, turning in his bob-tailed nightie, he walked out of the hospital and into the nearest stage door.

That was the beginning. Today, he stands on a nice little spot all his own—a grown-up little boy who still gets his just desserts for "apin" folks. Although it's a far cry from the old family wood shed to the five-figure check he now draws.



Here's the first rehearsal of lines of *Romeo and Juliet*. Assembled around a table at M-G-M are, from the left: Edna Mae Oliver, Director George Cukor, Norma Shearer (Juliet), Leslie Howard (Romeo), John Barrymore, Basil Rathbone, Mrs. Violet Kemble Cooper, William Henry and Henry Kolker. It's a big moment for them all!

HOLLYWOOD



# All Aboard for the Trip to Movieland

(Continued from page twenty-two)

on hand to welcome you to this most beautiful of all filmland studios! You'll get to visit every nook and cranny of the amazing lot—and that's not all! In addition, you will be feted by film notables, be taken to the famous Hollywood night spots, and not miss a thing of interest in the world's most colorful city!

At the 20th Century-Fox studios you will never cease to wonder at the marvels of making motion pictures. Within its gates broad boulevards wind through mile after mile of tremendous outdoor sets and huge sound stages such as the accurate reproduction of the three upper decks of the *Liner Rex*. It's the biggest dry land ocean liner ever built.

● FURTHER ALONG you will see Will Rogers' famous dressing room, where he used to write his daily newspaper column when not working in front of the camera. Down the street castles and mansions loom up into the air. You will pass the canal where Janet Gaynor made *The Farmer Takes a Wife*; on the right is the famous Cafe de Paris where the stars lunch and Shirley Temple's sky blue and white cottage where she dresses, lunches and goes to school.

20th Century-Fox has one of the biggest picture programs ever launched by a major studio, and there will be lots of activity at the lot when the tour reaches Hollywood about June 27. Right now Shirley Temple is completing *Captain January*, which will be one of her finest films. John Boles is doing the film version of the famous Spanish-American war story, *Message to Garcia*.

Then there is Warner Baxter and Gloria Stuart in the midst of *The Prisoner of Shark Island*, a huge production which will cost more than a million dollars to make.

● VICTOR MCLAGLEN, who is making three pictures on this lot, promises to be on hand with Boles, Baxter, Shirley Temple, Loretta Young, Gloria Stuart, Rochelle Hudson, Paul Kelly, Simone Simon, and many other 20th Century stars.

So successful was our first annual Movieland Tour last summer that we expect the reservations to be filled long before the train is ready to pull out of Chicago for Hollywood. If you want to be certain of making this amazing trip, write now for details. Make your reservations early. You'll never forget or regret making the Movieland Tour.

For information address Mr. Joe Godfrey, Jr., Movieland Tour Manager for HOLLYWOOD Magazine, 360 North Michigan Avenue, Chicago. You will receive by return mail full particulars, showing the itinerary, costs, and descriptions of the sights to be seen. The amazingly low costs will astonish you, too!

Watch for further details in next month's HOLLYWOOD. We will tell you about the plans for the big private party to be given in your honor at the home of a star, with the names of those who plan to be present! And if, at the last minute, you find you cannot make the trip in June, a similar trip called the Movieland Special has been arranged to leave Chicago August 9th.

MARCH, 1936



YOU'VE always wanted to see Hollywood, and here's the chance of a lifetime! Plan now to join the second Annual Movieland Tour for the most thrilling vacation trip that can be imagined!

You read about last year's trip in the movie magazines. How the entire party was entertained at a big cocktail party at the home of Raquel Torres... dancing at Cocoanut Grove... visited Universal studios and saw sound sets in action... met Irene Dunne on the set where she was filming "Magnificent Obsession."

The tours this year will be even more thrilling. Plans are under way for parties at the homes of Movieland's most famous stars. Parties at the Ambassador's Cocoanut Grove... in the Blossom Room of the Hollywood Roosevelt... dinner and entertainment with the stars at the famous Brass Rail... visits to the homes of movie folks in Beverly Hills. The gates of 20th Century-Fox and Universal studios will be thrown open, you'll see pictures in the process of "shooting."

This is the kind of vacation money alone could never buy. Fawcett Movie Magazines, sponsoring these Tours, make it possible for you to see and do things no ordinary traveler could hope for. Sightseeing jaunts on the way West will show us some of the most gorgeous scenery America has to offer. We'll travel in luxurious style on private trains. Parties strictly limited to 200 persons—just one big happy houseparty. And the entire two weeks' trip costs very little. You pay a flat

sum which includes everything—transportation, meals, hotels, entertainment; all details of travel looked after for you.

Two Movieland Tours are planned—one leaving Chicago, July 19th, one August 9th. You have a choice of departure dates. Want more details? Fill in and mail coupon below.

J. C. GODFREY, Fawcett Publications, Inc.  
360 N. Michigan Avenue, Chicago, Ill.

Please send me free booklet describing your Hollywood Tours.

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# FAT GONE

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**FOOD METHOD**

Just Like Eating Candy!

• Stop fretting over hated fat and get rid of it this SAFE easy way!... NO DRUGS... no dangerous dinitrophenol... no thyroid... not laxative. Just eat delicious SLENDRETS, which look and taste like candy, and LOSE FAT in a hurry. You feel and look better! This new Food Method converts fat into energy, by helping to re-distribute stored fat. SO SAFE! Though a baby should eat them by mistake, it would not be harmed. **READ HOW OTHERS LOST FAT:** "36 lbs. of fat gone, never felt better!" writes Miss Angell (N. Y.), "I reduced 48 lbs., look ten years younger," writes Mrs. Sims, Iowa.

\*She lost 36 lbs.

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Don't give FAT another day's start...but be sure you reduce the safe SLENDRETS Food Method Way. Don't use drugs! At all good drug stores, or, send \$1 for generous-supply package containing 84 SLENDRETS. Or, \$5 for 6 packages. (Currency, Money Order, Stamps, or C.O.D.) Sent to you in plain wrapper.

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Clear enlargement, bust, full length or part group, pets or other subjects made from any photo, snapshot or tintype at low price of 49c each; 3 for \$1.00. Send as many photos as you desire. Return of original photos guaranteed. **SEND NO MONEY!**

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## "Mon Désir"

A NEW PERFUME—thrilling, exciting, lasting! \$5.00 an ounce—a 50c bottle is in the



Redwood Treasure Chest. Also 50c bottle Persian Night \$3.00 an ounce Hollywood \$2.00 an ounce Monte Carlo \$2.00 an ounce Chest is 6 in. x 3 in. made from the Giant Redwoods of California. Send only \$1.00 check, stamps or currency for chest with 4-50c bottles.

PAUL RIEGER (Est. 1872) 205 Davis St., San Francisco



Peppino and Rhoda, famed continental ballroom team, and these lovely girls add to the glamour of *Rolling Along*, gay Columbia production now in preparation amid lavish settings

## Meet the Quints

(Continued from page twenty-three)

gained weight while we were shooting the picture."

The studio workers soon found that here were no five bad-tempered, squalling babies to deal with. They paid no attention to the camera but laughed, played, pulled each other's hair and had a general good time while being put on the screen for the world to see and love. They even tried to climb up the legs of the camera. Dr. Dafoe would not permit any one day's shooting to exceed 50 minutes and often the company had the quintuplets before the cameras not more than 10 minutes. They remained 11 days, shooting scenes which will not run more than two reels.

"Even Dr. Dafoe cannot and will not try to identify each of them from photographs although he has no trouble when he can see the quints," said Jean. "You remember the old story of the mother of twins who would put her finger in John's mouth and if he bit her she knew it was Bill? That does not work when they come as fast as five at a time."

The special lights which the company took to Ontario to film the quints so pleased Dr. Dafoe that he has ordered a set to be used hereafter when the news-reel men come.

But being the parents of these world-famous quintuplets has not changed their mother and father to any noticeable extent. She is given a housekeeper by the Canadian government and he a man to work the farm. His net profit on it last year was \$96.00.

The quintuplets became wards of the King when the father arranged to exhibit them at the Chicago World's Fair and Dr. Dafoe protested that such a thing was impossible.

"I thought I knew how to put on diapers," smiled Mr. Hersholt, "but up in Canada they do it differently. They lay the child on its stomach."

• EACH QUINT HAS her own brand of charm, insists Mr. Hersholt and Marie will not take any back talk. She will defend herself with a good hairpull if any of the four sisters try to get funny with her. Marie is the most delicate and de-

mands most attention while small Emilie is the bold one of the group. Especial care is taken not to ever speak harshly to any of them.

"Their playroom is loaded with toys of every description," Jean told me, "many of them gifts from admirers. They arise at 5:30 in the morning and must go to bed at seven each night. They take their naps of course, during the day and each has her own private bed, play-pen, small toilet, bath tub and gets two baths a day. There are certain hours when they are carried out to permit visitors to see them, but only from a sufficient distance, not to expose them to danger of colds and other diseases."

But as the picture taking progressed, the five proved themselves the most completely natural actresses ever to appear on the screen. When Mr. Hersholt was called on to lie down on the floor or kneel and play with them, they joined in the fun with glee.

"During the entire time we spent with them," said Miss Peterson, "one only cried for about five minutes. Can you imagine five babies like that?"

### • THEY ARE FED foods prescribed by

Dr. Dafoe. Their diets change as they grow older and are more capable of digesting different foods. Among products they have endorsed are a brand of corn flakes, oatmeal, canned milk and corn syrup. The trust fund established for them, and added to recently by the \$100,000 the 20th Century-Fox paid them for appearing in the film, will have reached the amazing sum of \$400,000 by July 1st, 1936. It will be constantly added to as they grow up and by the time they graduate from finishing school, will be a tidy nest-egg indeed.

The parents still live in the old farmhouse where the quints were born, with out plumbing or bath tubs. They receive \$100 a month from the government.

And so, almost before you know it, you will see Hollywood's five little new movie stars. No doubt the film will gross millions. More than 500,000 visited Callander in 1935 just for a brief and distant glimpse of the world's most famous babies.

HOLLYWOOD



## How Hollywood Protects Your Cosmetics

(Continued from page fourteen)

ders. You thought orris root was the basis of all powders? So, we confess, did we—but it seems orris root is a slight irritant. Sometimes it aggravates an attack of asthma or hay fever so that's out . . .

And what's going on in this room—it's a biological laboratory. White rabbits are munching carrots; now *there* are fellows who know how to diet for their complexion! Their skin, it seems, is twice as sensitive as a woman's. So from time to time a friendly chap comes in and shaves the hair off a few inches on one of them; then he applies some new formula to see the skin reaction. Bunny just goes on eating carrots without a inkling of the part he plays in protecting woman's beauty from possible irritants.

● ACROSS THE CORRIDOR, behind locked doors, is the largest cosmetic research library in the world. Students from the various universities are admitted occasionally and there they delve into Marie Antoinette's pet beauty secrets and Anna of Cleves' hand lotion recipe . . . What a step make-up has taken from the days when it was home-made and the neighbor lady sold it from her kitchen—only to have it turn rancid before you could use it all up!

Now, cosmetics are scientifically tested in a huge, specially designed container to see just how they'll stand up under any conditions—in the heat of the tropics or the frigid cold of the arctic. They must work as well in one temperature as another—and for any length of time.

In the front of the chemists' wing is a large, white room where the client may take her personal beauty troubles. Perhaps her skin is too oily . . . too dry . . . or she's not caring for it properly. It's inspected through a powerful instrument that magnifies each pore so that the trouble is soon analysed.

"The thing we come up against most frequently," said one of the chemists, "is where women, and especially young girls, confuse what is really a case of acne with 'make-up trouble.' Acne is usually a result of internal disturbance and improper diet. Correct that and you clear up your skin. Where it's persistent, a physician ought to be consulted. But as far as 'make-up trouble' goes—*there is no such thing if you use reliable cosmetics.*

● LIPSTICK IS THE most difficult of all the manufacture, probably because it's the smallest article. Pure fruit coloring is used to shade it . . . A dentist told me an extraordinary thing about lipstick a short time ago. "It used to be," he said, "that we were obliged to use a salve on the mouth to keep it from getting dry and cracking when we worked on the teeth. Particularly on women because their lips were sensitive. But now we find if they use lipstick regularly their lips are infinitely softer and not half so inclined to be dry."

It's a pleasant thing to know that make-up not only triples your attraction but actually is an aid to your well-being!

All in all, it's one of the most completely fascinating places on earth, this Hollywood Temple of Beauty.

MARCH, 1936



*A beauty bath like*  
**unbelievable magic!**

✿ The whole world is diligently striving to educate women to develop greater personal charm and beauty — and the now recognized outstanding beauty secret is the Linit Bath, for its results are *immediate*, and it is amazingly economical.

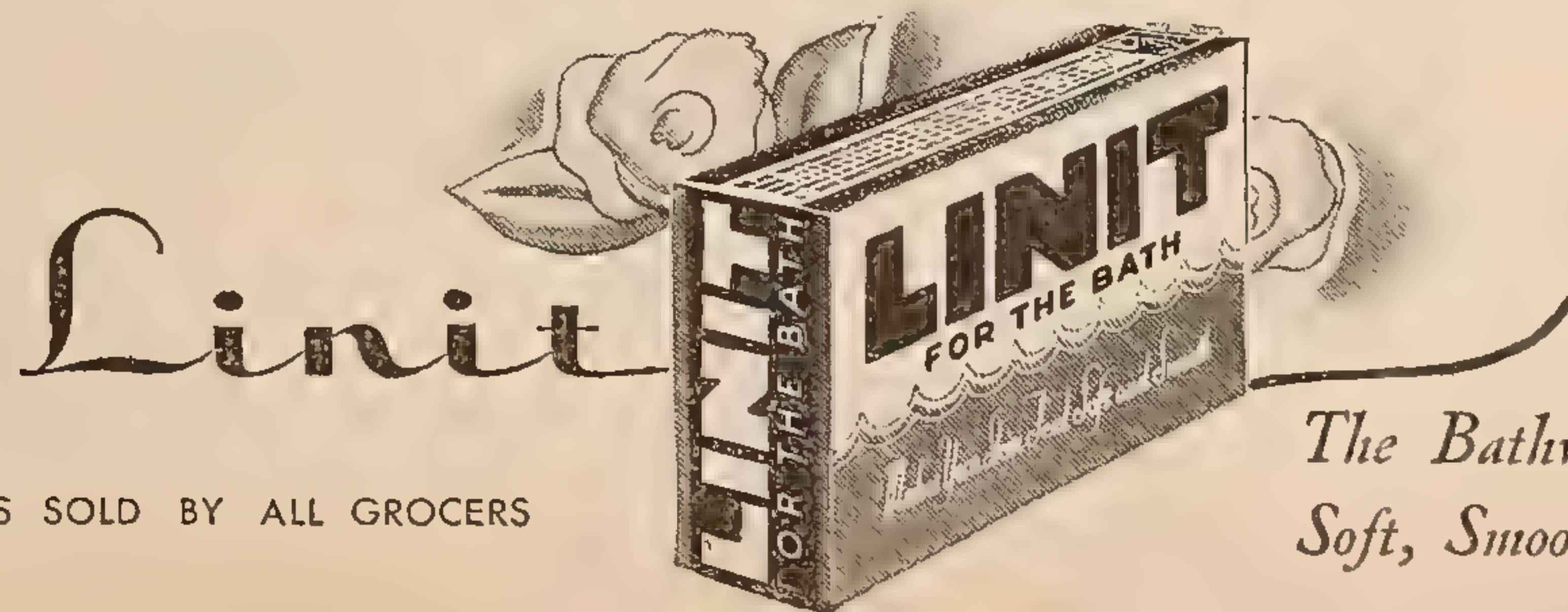
✿ Just imagine stepping out of your bath and after drying, finding that your skin is soft and satiny smooth as a rose petal.

✿ Prove to yourself this claim made for the Linit Bath, by making this simple test on your hands. Dissolve some Linit in your basin water, wash your hands as usual and, after drying, *feel your skin*. It will be soft and smooth as the rarest old velvet. This is also the *immediate result* obtained when Linit is used in your tub water, for the Linit Bath accomplishes the *same thing* for the entire body.

✿ And remember, the Linit Beauty Bath does away with the damp or semi-dry feeling of the skin that usually follows an ordinary bath. Linit leaves on the skin an exceedingly fine porous coating of powder which absorbs perspiration *without* clogging the pores, makes dusting with bath talcum unnecessary and imparts to the body an exquisite sense of personal daintiness.

*for fine Laundering*

Don't overlook the directions on the Linit package—recommending Linit for starching. Linit makes even ordinary cotton fabrics look and feel like linen.

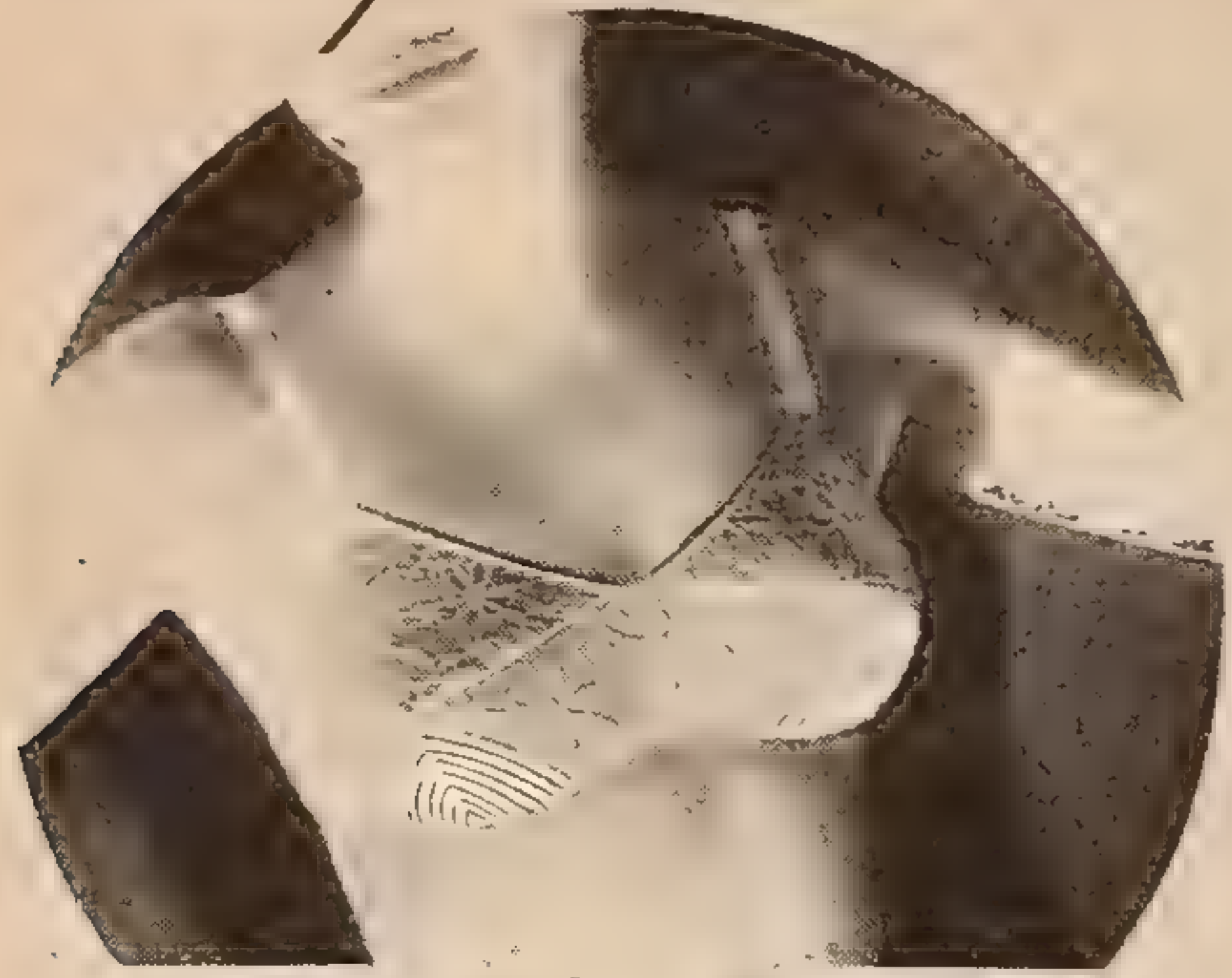


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REG. U. S. PAT. OFF.

The little stitched "petals" under the breasts accomplish firmness of support without the harmful use of stays.

"Over-Ture" brassieres may be selected in simple bandeau effect or with 2-, 4- or 6-inch bands for diaphragm control. Ask to see the one which best suits your individual requirements.



Left: Maiden Form's "Hold-Tite" brassieres, built up to control the upper as well as the lower bust curves, come in a similar variety of styles, with or without diaphragm bands. Send for new free Foundation Style Booklet F.M. Maiden Form Brassiere Co., Inc., New York, N. Y.

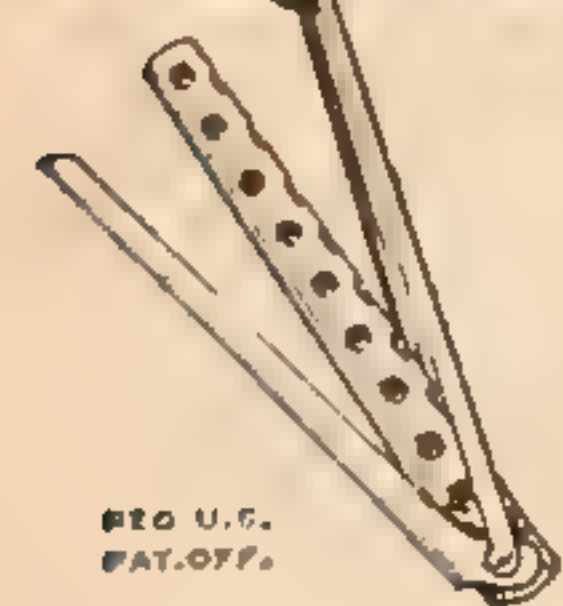
AT ALL LEADING STORES — \$1.00 to \$2.00



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HAVE DISCOVERED THIS

SECRET  
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## What George Brent Thinks of Women

(Continued from page thirty-five)

acting. No man has greater praise for Garbo than George Brent, and yet these two always were—and still are—as far apart in type as any two filmland stars possibly could be.

Garbo is the retiring, quiescent person. She is at heart an introvert and a philosopher. She has lived so long in her own world apart from the crowds that she is actually timid when she steps into everyday routine. Physically none too strong, she prefers seclusion and meets people only by the accident of fate. What preferences she has shown for men (remember the John Gilbert romance?) have always been toward opposites—virile men brimming with sparkle and ambition.

And just as Garbo is an introvert, Brent is an extrovert. His life has always been a vigorous one. He risked his neck for the Irish cause in 1924 as the trusted messenger of Michael Collins before the leader was slain during the Irish revolution. Fleeing Ireland for his life, he evaded pursuers in Scotland, escaped to England where he temporarily was safe among the "enemy." From there he came to America, and after playing 300 leading rôles in stock companies, was rocketed into stardom.

He loves outdoor sports. He swims, boxes, plays tennis and polo. He loves to hunt. Periodically he loses himself in the desert or mountains for a week or two, and emerges like a sun-tanned young Indian.

Could you imagine George Brent tossing this vigorous outdoor life aside in one final gesture? And on the other hand, who could expect timid, sensitive Greta Garbo suddenly to emerge from her own private world and become a gay outdoor woman? Wouldn't it seem more probable that Garbo, faced with the dilemma of having to choose her course under such circumstances, might flee even more deeply into her own spiritual realm?

● **WHATEVER THE ANSWER** to a dozen such questions, George Brent will tell you that Garbo has a fundamental, universal allure for every man—an allure which all of us have felt at one time or another.

"Her glamour can be summed up in one short word," he says, "and that is *genius*. It is more than a talent with Garbo—it is sheer artistry.

"I got along perfectly with her when we filmed *The Painted Veil*. I had always felt that the greater the artist, the easier he is to work with. Greta Garbo certainly proved the theory as far as I am concerned. She is beyond analyzing because of her genius. And she is quite different from any of us average mortals. Perhaps that is why I can't find the specific words to describe her allure."

George has played with many leading ladies in pictures, and he has striking individual opinions of all of them. Assuming that they all have a glamour of some sort about them, he can tell you the outstanding traits they individually display.

Take Ginger Rogers, for instance. He has just finished making *In Person* with Ginger, and his reactions are as fresh as the morning breeze.

"There's a grand girl for you," George says. "She has everything it takes to be a top star. Ginger's sense of humor is one of the grandest things about her. It's catching. It lends a whimsical quality to

her work that has a marvelous audience reaction. And more than that, it makes her a spell binder with the film unit in which she is working.

"That's part of the allure scheme. Her looks and her figure lend enchantment. And she has vivaciousness—all kinds of it. Ginger is the perfect example of a small town girl who made her way to the top—who earned everything that has come her way because she had the energy and ambition to capitalize on all the exceptional qualities which she had.

● **WORKING WITH HER** on location was an eye-opener. She swims with more grace than the proudest fish you ever saw. The cameramen love to do athletic sequences with Ginger because they know she is proficient from the very first. And doing the darndest things! Why, one day several of the men on location joined me in target practice with a heavy .38 calibre police special pistol. It kicked like a mule. But Ginger stepped up, aimed almost carelessly, and plugged the bull's eye repeatedly. She emerged without even a sore wrist! This ability to take care of herself is definitely a part of her attraction for men."

George Brent likes Kay Francis playing across from him because of her fairness and willingness, two qualities which he believes are translated into allure.

"Perhaps you would like to call it the alchemy of photography," George says, "but whatever the name you choose, these outstanding qualities that can't possibly photograph do appear in the finished product. I have done five pictures with Kay, and enjoyed every one of them."

Jean Muir and Ann Dvorak are two grand leading ladies who will go a long way, George feels. Jean's sincerity and youthful earnestness are the dominating things which will lead her upward in her course, Brent says. And Ann Dvorak. Here is an actress who is essentially a suburban type. She dances and sings with refreshing qualities. She is neither the big city girl nor the country type, but a gay and breezy young thing who sweeps you right along in her enthusiasm. In George Brent's mind, the light has turned green and the way is clear for Ann to shoot right on up toward the zenith.

● **ANOTHER ACTRESS** AND another picture stand out in Brent's mind for their extreme pleasantness. When he did *Stamboul Quest* with Myrna Loy, he had the time of his life.

"Myrna is a great scout," Brent says. "She's human, and she's attractive. There is nothing upstage about her. I think she is beautiful. Add to that a jaunty air, a quick wit, and an authentic ability to act, and you have Myrna, the pride and joy of the box office.

"We shot *Stamboul Quest* on the cuff. Censorship matters kept the story in air all the way through. It was an obvious moment for plenty of temperament, but Myrna was serene and cheerful in the face of everything. The result was lots of fun, and a successful, outstanding film."

You can't work with people in motion pictures without finding that they leave some sort of impression. George Brent spent several hours telling us the impressions he had of other people. And in turn, we left with one about him: his frankness and straightforwardness.

HOLLYWOOD



## GADGET GOSSIP



The king of gadgets . . . That's what they call the new Hamilton Beach mixer. Dorothy Page, for example, is using one to make up a batch of hot cakes for a few friends who have just dropped in to chat and have a taste of those hot cakes Dorothy is so famous for. You should have seen the batter . . . It came out as smooth and lumpless as though she had been beating it for hours—all in a couple of minutes. Hot cakes can be made in double quick time with the new Hamilton Beach, because it allows you to do so many other things while the batter is being prepared

● AND SPEAKING OF attractive things for the kitchen, have you seen what the Dennison people offer along the line of shelving paper? They can turn your kitchen into something you can be proud of and set your dishes off in a way to make them look most attractive. . . . A few feet of Dennison's in your china cupboard will make your friends think you have a new set of china. . . . Get a look at the Dennison line before you start putting things back on the shelf after house cleaning.

• • •

● GLENDA FARRELL SUGGESTS a simple way to remove salt from things that have become too salty. Stretch a clean cloth tightly over the kettle containing the food. Sprinkle a tablespoon or more of flour on the cloth and allow the contents of the kettle to steam. In a short time, the flour will have absorbed all the surplus salt.

• • •

● HERE'S A SUGGESTION on how to overcome cooking odors in the cases of cabbage, onions, oyster plants and Brussels sprouts: They should be dropped into boiling salted water to which a level teaspoon of sugar has been added. Cover closely until the vegetables come to a boil; uncover and set it back on to the range and allow it to simmer, but not boil. The boiling breaks the cells too quickly and the vegetable salts are carried off in the steam. This suggestion comes from Peggy Wood.

MARCH, 1936

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FOR WONDERFUL FLAVOR"**



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Constipation, liver and gall bladder troubles often come together. Millions suffer them daily—yet don't know why. Often, physicians say, it is not only because you're constipated but also because biliary drainage from liver and gall bladder is not normal. Hence, ordinary laxatives that act only on bowels to temporarily relieve constipation, still leave you feeling terrible. Pluto Water, however (with amazing double action), helps all these troubles at same time. First, gives a sure, gentle flush in an hour or less. Second, stimulates gall bladder and liver to normal, "free-flowing" action. So relief is quick—and thorough! You feel amazingly better in an hour. Soon feel normal!

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you feel dull, listless from constipation, liver or gall bladder troubles. Take Pluto Water in the tasteless, non-habit-forming dose—1/5 Pluto in 4/5 glass hot water. Cleanse your system of health-destroying poisons this sure, quick way.

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Making-up at sea! Edward Arnold (left background) and Montagu Love look on while William Ely makes up Don Briggs on the stern of a power boat en route to Catalina Island, oceanic location of Universal's production, *Sutter's Gold*, which is to be released soon

## When Hepburn Had a Fit!

(Continued from page sixteen)

not a yard to be purchased in town. New York was out of it, too. Paris was the only place it could be purchased but that necessitated a delay of several weeks. I took a sample card to Hepburn and tried to persuade her to select a different material. She looked the samples over, but had a definite reason for preferring the original fabric. Without further argument we cabled Paris and Hepburn waited patiently for the shipment.

"When she got ready to do a picture, Hepburn always came flying over to the wardrobe to look at sketches. My office was on the second floor and she usually started shouting her arrival as she hit the bottom step.

"The general public may be under the impression that Hepburn is not clothes conscious, because of her overall publicity. If they ever saw her in the fitting room, they might change their minds. Usually she lies on the floor when she is discussing a costume. She hates the ordeal of fittings, so her clothes are made on a dressmaker's figure that is exactly her measurements.

● "THIS DOESN'T PREVENT her from being exacting in every way. The smallest detail does not escape her eye. She feels that she cannot wear long fur and when I have tried to use it, she has had it changed for a fur that was smooth and flat. She doesn't care for jewelry and unless a dress absolutely demands a jeweled trimming, it is left off. Strange as it may seem, Hepburn is quite conscious about her neck and arms. She sees no beauty in them and that is why the majority of her dresses are designed to cover up. This is just a pet complex of hers. Actually, she is very lovely.

"When Hepburn was due for a fitting, we always tried to have everything in

readiness. She had less fittings than any other star. Because she was always in a hurry, we tried to accomplish as much as we could, when the opportunity presented itself. Usually Hepburn starts unhooking herself as she comes up the stairs. By the time she reaches the top, she is literally holding herself together.

"Hepburn feels that a good fitter knows her business. The minute she sees that a woman knows her work, she holds perfectly still and never interferes. Usually she likes to kid with the fitters and scare them with an artificial air of authority. Whenever a new fitter happens to wait on her, Hepburn will make some outlandish suggestion. As the woman gazes at her in dismay, Hepburn will insist that a gigantic plume or beaded girdle be added, which of course would ruin the dress. When the distracted fitter tries to timidly argue her out of it, Hepburn throws herself on the floor with laughter.

"During the time I designed clothes for Hepburn, we had only one run-in. One of the dresses I made for her in *Little Women*, turned out to be a bad fit. It was one of those unexplainable errors, and Hepburn was quite displeased. I sent word for her to wear it in and we would do everything in our power to make it right. She sent back word that it wouldn't do a bit of good, as my clothes never fit her anyway.

"The next day I went on her set. She called me over and asked if I had received her message. When I replied that I had, she asked how it had affected me. As long as she asked me and because she is such an honest person herself, I told her the truth. I told her that up to the moment, I had always thought there was only one impossibly-temperamental star. And I mentioned her name.

"When the picture was completed, Hepburn sent me a picture of herself."

HOLLYWOOD



## Shopper's Guide

Recommended stores carrying a complete line of Lettie Lee dresses throughout the country are as follows:

Atlanta, Ga.—Leon Frohsin  
 Abilene, Tex.—Ernest Grissom, Inc.  
 Asheville, N. C.—Jean West Ladies' S.  
 Austin, Tex.—Marie Antoinette Shop  
 Amarillo, Tex.—Marison Co.  
 Baltimore, Md.—Jeanette Beck  
 Birmingham, Ala.—Burger Phillips Co.  
 Billings, Mont.—Doyle's  
 Baton Rouge, La.—Ellzey Shop  
 Beaumont, Tex.—The Fashion  
 Boston, Mass.—Jordan Marsh Co.  
 Cleveland, Ohio—The Halle Bros. Co.  
 Cincinnati, Ohio—Jenny, Inc.  
 Chicago, Ill.—Mandel Bros.  
 Chattanooga, Tenn.—Pickett's, Inc.  
 Charleston, W. Va.—The Vogue.  
 Daytona Beach, Fla.—Irwin's  
 Dallas, Tex.—Titcher Goettinger  
 Denver, Colo.—Denver Dry Goods Co.  
 Des Moines, Ia.—Wolf's, Inc.  
 Detroit, Mich.—Tuttle & Clark  
 Enid, Okla.—Klein's, Inc.  
 El Paso, Tex.—Popular Dry Goods Co.  
 Fort Worth, Tex.—The Fair  
 Fort Wayne, Ind.—Wolf & Dessauer  
 Grand Rapids, Mich.—Herpolsheimer's  
 Galveston, Tex.—McBride's Dept. Store  
 Greenville, Miss.—Nelm's and Blum Co.  
 Gladewater, Tex.—Rose Shop  
 Great Falls, Mont.—Stiles Style Shop  
 Houston, Tex.—The Fashion  
 Hot Springs, Ark.—Eleanor Harris  
 Hutchinson, Kan.—Pegues Wright Dry Goods Co.  
 Huntington, W. Va.—The Style Shop  
 Jackson, Miss.—R. E. Kennington Co.  
 Joplin, Mo.—Ramsay  
 Jackson, Mich.—Bess Winchester Gowns  
 Jacksonville, Fla.—Sligh's Inc.  
 Kansas City, Mo.—Herzfeld's  
 Lansing, Mich.—The Style Shop  
 Lincoln, Neb.—Hoyland Swanson Co.  
 Longview, Tex.—Maison Marie  
 Louisville, Ky.—Besten & Langen  
 Lubbock, Tex.—Craig Gholson Co.  
 Madison, Wis.—Simpson's  
 Memphis, Tenn.—Levy's Toggery  
 Miami, Okla.—Rose Bud Shop  
 Milwaukee, Wis.—Florence Danforth  
 Mishawaka, Ind.—Milady Shop  
 Monroe, La.—Bella Scherck Davidson  
 Muskogee, Okla.—Calhoun Dry Goods Co.  
 Montgomery, Ala.—A. Nachman, Inc.  
 Nashville, Tenn.—Cain Sloan Co.  
 Newport News, Va.—Nachman's Dept. Store, Inc.  
 New York City—Russek's  
 Norfolk, Va.—Worth, Inc.  
 Oak Park, Ill.—Bramson's  
 Oklahoma City, Okla.—D. F. Payton Co.  
 Omaha, Neb.—McGuire's  
 Orlando, Fla.—Louis Ladies' Ready-to-Wear  
 Pampa, Tex.—Murfee's  
 Peoria, Ill.—Block & Kuhl Co.  
 Phoenix, Ariz.—Goldwater's  
 Pittsburgh, Pa.—Kaufmann's  
 Port Arthur, Tex.—Bluestein's  
 Raleigh, N. C.—Taylor Furnishing Co.  
 Roanoke, Va.—Samuel Spigel  
 Roswell, N. M.—The Bray Moore Shop  
 Sacramento, Calif.—Bon Marche  
 Salt Lake City, Utah—Makoff Classic Shop  
 San Angelo, Tex.—Cos Rushing Greer Co.  
 San Antonio, Tex.—Frost Bros.  
 San Diego, Calif.—Ballard & Brockett  
 Seattle, Wash.—Frederick & Nelson  
 Shawnee, Okla.—Mammoth Dept. Store  
 Shreveport, La.—The Fashion  
 Springfield, Ill.—Bressmer's  
 Spokane, Wash.—Alexander's  
 Springfield, Mo.—Neff Petterson  
 St. Louis, Mo.—Sonnenfeld's  
 St. Joseph, Mo.—Hirsch Bros. D. G. Co.  
 Tampa, Fla.—Ernest Maas, Inc.  
 Toledo, Ohio—Stein's  
 Topeka, Kans.—Harry Endlich  
 Tucson, Ariz.—Levy's  
 Tulsa, Okla.—Seidenbach's  
 Tyler, Tex.—Mayer & Schmidt  
 Waco, Tex.—Cawthon's  
 Washington, D. C.—Philipsborn & Co., Inc.  
 West Palm Beach, Fla.—Stone & Thomas  
 Wichita, Kans.—Garfield Leichter Clo. Co.  
 Youngstown, Ohio—Strouss Hirshberg

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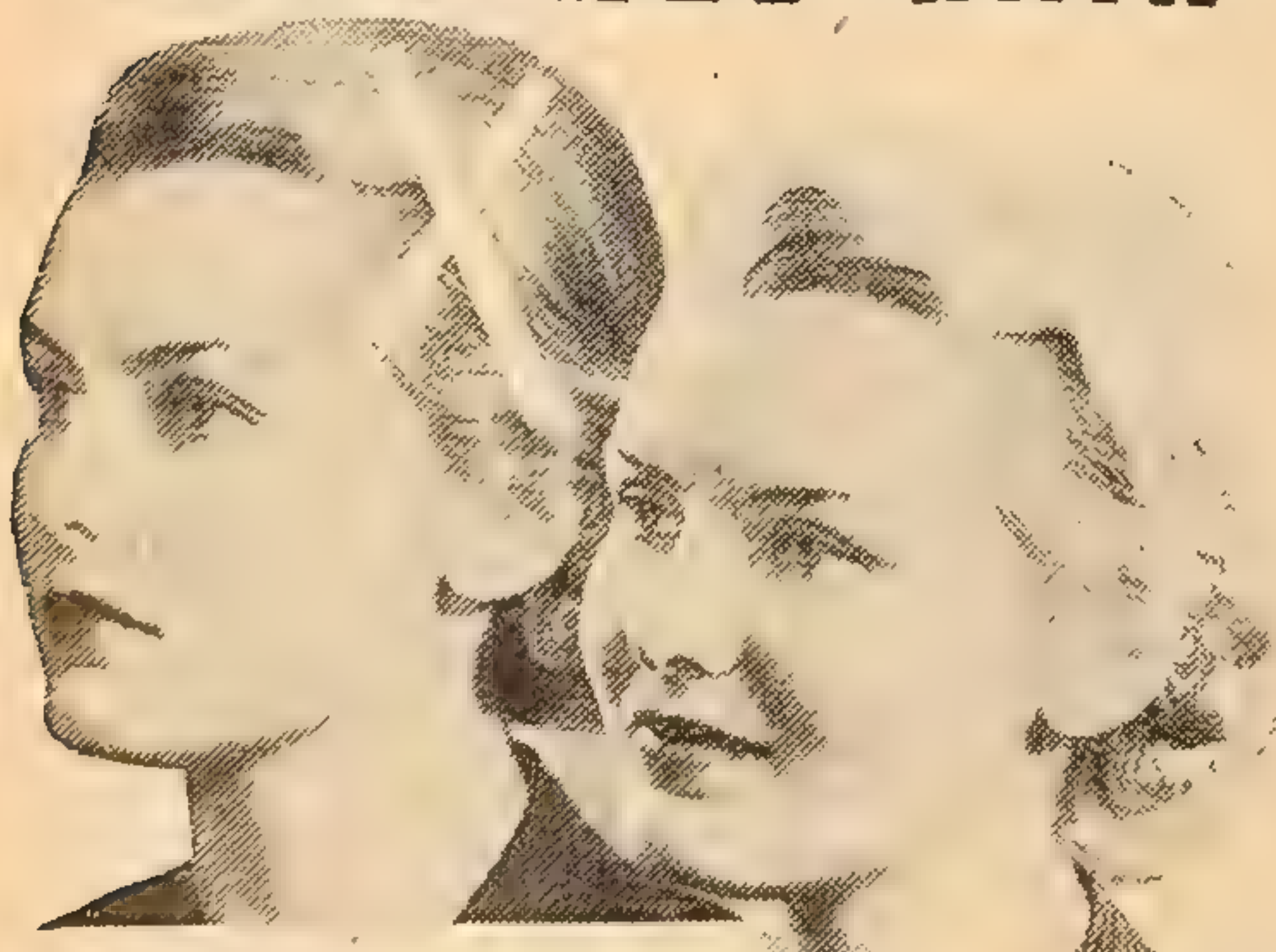


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## The Cradle of the Stars

(Continued from page forty-six)

Al and Ruby went a child half Jewish, half Irish.

The Cradle has always been strictly scientific even to matters of blood count and talents. If a child comes from a musical family, it is placed with a musical family. And who love the out-of-doors and the earth, its foster parents must show similar leanings.

Baby Jolson will receive the utmost of care, yet his famous parents will try to give him a normal child life. Of course they, like many other Hollywood parents, must show exceptional caution in raising the child.

Ruby Keeler's decision to adopt a baby was not a sudden one, but gradually evolved many months ago, after she had seen the happiness that had come to other Hollywood families. It is generally conceded that Ruby definitely decided to adopt a baby after a luncheon at the Brown Derby with Mrs. Joe E. Brown and Gracie Allen, and almost immediately started negotiations with The Cradle.

The story Gracie told of adopting Sandra and of how the baby had changed her whole outlook on life, wiped the last vestige of doubt from Ruby's mind.

And here is the story that "sold" Ruby—in Gracie's own words:

"You know," began Grace, "when we decided to adopt a baby, I thought all I'd have to do was call at the home, tell them who I was, pick out the one I wanted, and take it back with me.

"So, when I visited The Cradle, I told them we were expecting to take a trip to Europe within a month or so, and asked if it would be all right to take the baby with us.

"I was told not to worry about that, as I could probably make a couple of trips around the world before it would be my turn to get a baby.

"So we went to Europe, came back and started to work again—about giving up hope of our turn ever coming. Then, one Sunday morning, in New York, I received a letter notifying me, briefly, that if we came immediately we could have our baby.

"That was at eleven a. m., and I was so excited I determined to catch the Century for Chicago at 2:40 that same afternoon. George was working on the continuity of our next broadcast and couldn't go with me.

"So I called a friend and asked her to go with me. We got into Chicago the next morning and went right out to The Cradle. They brought in the baby and said: 'Here's your child.' I got no chance to pick—I simply had to take what they gave me.

"I've heard you many times, but I've never seen you before. I didn't know you were so small. I think this baby would tower over you."

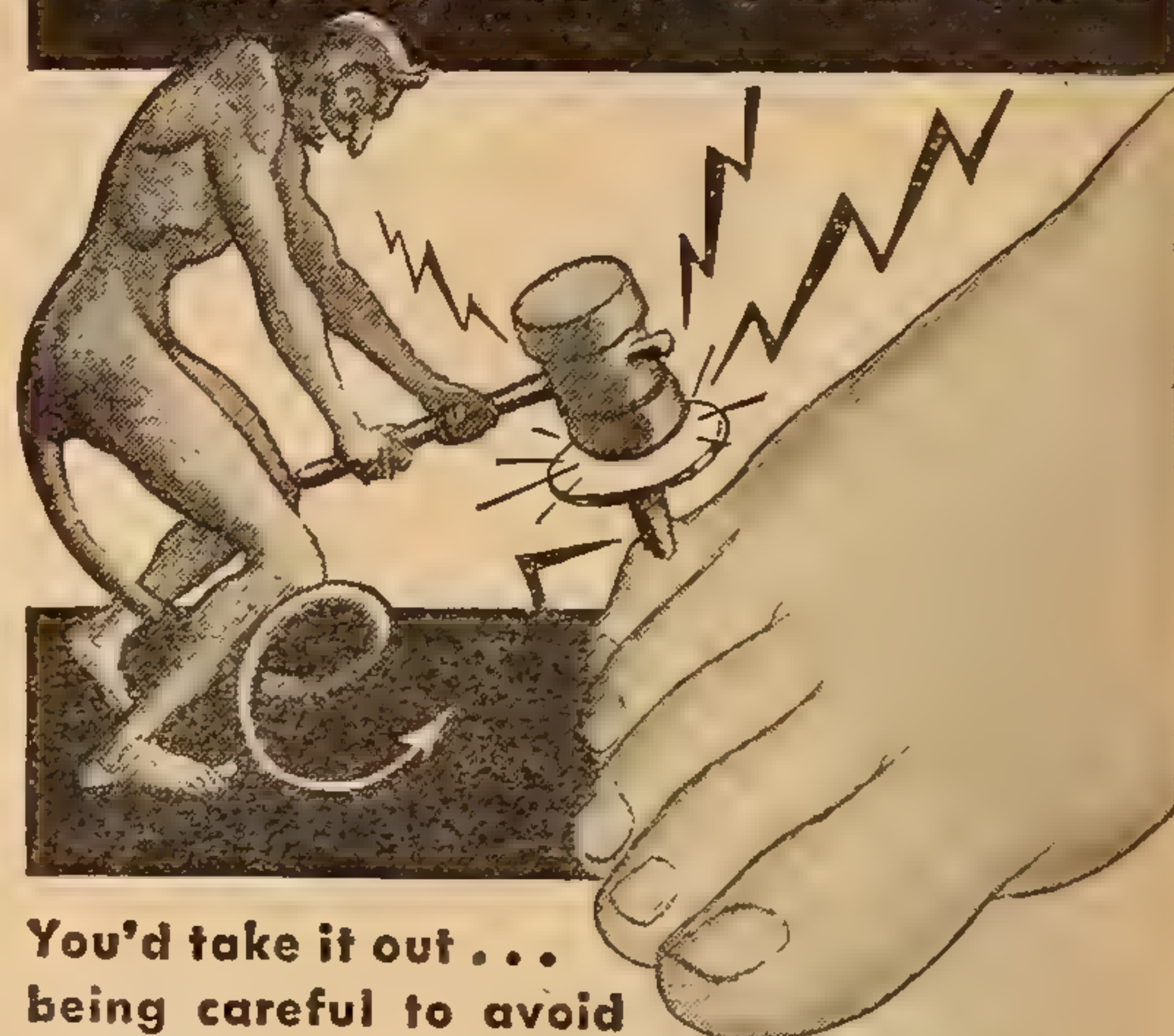
"Then she thought for a moment and said: 'Bring out Gloria.'

"We call her Gloria because she's so glorious," she explained to me. 'Her mother was small—just about your size.'

"When they brought the baby in, I just gasped. Her eyes fascinated me. They were so big and shiny. And I loved her little ears and the shape of her head.

"I wanted to take her then—for fear they might change their minds and give me a different one. But I was told to come back the following day, for their

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Laxatives are only makeshifts. A mere bowel movement doesn't get at the cause. It takes those good, old Carter's Little Liver Pills to get these two pounds of bile flowing freely and make you feel "up and up." Harmless, gentle, yet amazing in making bile flow freely. Ask for Carter's Little Liver Pills by name. Stubbornly refuse anything else. 25c at all drug stores. © 1935. C.M.Co.



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HOLLYWOOD



## His One Big Moment

"What a moment it was—my biggest," William Powell, the suave sophisticate said. "It was in the winter of 1912-13. I was flat broke. The leather had long since gone from my shoes. Now, truth to tell, I was mooching my way through



William Powell

those cold New York days with another chap from Kansas City—the late Ralph Barton, the artist.

"I tramped the streets, looking for work, but there was no work. We lived in an attic room. Between us we had a

razor, a coffee pot and a frying pan. . . . When it rained, the water leaked through the roof and side walls. . . . Now, for 24 hours, we had gone hungry. . . . I had a round piece of metal that might have been a quarter. It was hard to tell. Armed with this I went into a dimly lighted grocery store. I 'bought' a half-dozen candles (for our electric current had long since been discontinued) some dried apricots and lemon wafers. The grocer put the stuff in a bag and I put the coin on the counter and walked out. Quite nonchalantly I walked to the door, whereupon I ran like the devil was behind me, nor did I pause until I reached my attic room. What a feast we had! Say, it would make a swell story to relate how, years later, I returned to the grocery store and paid my honest debt. But I never saw the grocer again. That WAS my big moment."

layette shop had to prepare her clothes and the basket in which I was to carry her.

"I immediately long-distanced to George and told him I had seen our baby.

"How big is it?" he wanted to know. And when I said she was five weeks old he just gurgled.

"We had planned to adopt a boy and to call him Sandy Burns, but I couldn't resist that darling baby girl—and she became Sandra instead of Sandy.

"When I took her they asked me if I didn't want a nurse to go with us. But I thought that two grown women should be enough to take care of one little baby for a single night. However, just as we pulled out of the Chicago station the baby sneezed, and our courage whiffed right out of us.

"George, George's brother and Mrs. Jack Benny were at the New York station waiting for us. Mrs. Benny had not yet got her baby—a thousand applications being in ahead of hers—and was dying to see ours."

After that day Ruby and Al began their plans for the new comer.

When Ruby received word the baby was ready for her, she hurried to Chicago from Hollywood and Al hurried there from New York. No. 2640 was selected for them—and they loved him.

MARCH, 1936

**1** Rich red blood, necessary to properly nourish and build up every part of the body, is especially promoted by this new discovery where iron is needed.

**2** A healthy digestion which gets ALL the good out of your food requires an adequate supply of Vitamin B. This new discovery supplies this precious element.

**3** Normal, regular elimination to remove poisonous waste and thereby promote health and growth calls for adequate Vitamin B. This is the third purpose.

HEART  
LIVER  
STOMACH  
INTESTINES

Posed by professional models

**DOCTORS NOW KNOW  
THOUSANDS NEEDN'T BE  
SKINNY**

## THOUSANDS GAIN 10 TO 25 LBS. QUICK—WITH NEW 3-WAY TREATMENT

**A**MAZING gains in weight are reported all over the country with this sensational new 3-way discovery. Even if you never could gain an ounce before, remember thousands have put on solid, naturally attractive flesh this new, easy way—in just a few weeks!

And not only has this new triple-acting treatment brought normal, good-looking pounds, but also naturally clear skin, freedom from indigestion and constipation, glorious new pep.

### New body-building discovery

Scientists recently discovered that thousands of people are thin and rundown for the single reason that they do not get enough digestion-strengthening Vitamin B and blood-enriching iron in their daily food. Now the richest known source of body-building Vitamin B is cultured ale yeast. By a new process the finest imported cultured ale yeast is now concentrated 7 times, making it 7 times more powerful. Then it is combined with 3 kinds of blood-building iron in pleasant little tablets known as Ironized Yeast tablets.

If you, too, need these vital elements to build you up, get these new triple-acting Ironized Yeast tablets from your druggist today. Then, day after day as you take them, watch flat chest develop and skinny limbs round out to natural attractiveness. Constipation and indiges-

tion from the same cause vanish, skin clears to normal beauty, new health comes—you're a new person.

### Try it—guaranteed

No matter how skinny and rundown you may be from lack of sufficient Vitamin B and iron, these new 3-way Ironized Yeast tablets should build you up in just a few weeks, as they have thousands of others. If not delighted with the benefits of the very first package, your money instantly refunded.

Only don't be deceived by the many cheaply prepared "Yeast and Iron" tablets sold in imitation of Ironized Yeast. These cheap counterfeits usually contain only the lowest grade of ordinary yeast and iron, and cannot possibly give the same results. Be sure you get the genuine Ironized Yeast. Look for "IY" stamped on each tablet.

### Special FREE offer!

To start you building up your health right away, we make this absolutely FREE offer. Purchase a package of Ironized Yeast tablets at once, cut out the seal on the box and mail it to us with a clipping of this paragraph. We will send you a fascinating new book on health, "New Facts About Your Body." Remember, results guaranteed with the very first package—or money refunded. At all druggists. Ironized Yeast Co., Inc., Dept. 283, Atlanta, Ga.



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Mrs. Charlotte Palmer,  
Hotel Hostess, Secures  
Position, Though Without  
Previous Hotel Experience

"Disgusted with my work, with no future possibilities and not even good pay, I welcomed the opportunity to prepare for the hotel and institutional field, at home in leisure time, through Lewis Training. Shortly after graduating, I secured a position as Hotel Hostess, increasing my salary about \$75. To

anyone wanting to get out of the rut into real success I say enroll in Lewis Schools."

### Step Into a Well-Paid Hotel Position

Good positions from coast to coast for trained men and women in hotel, club, steamship, restaurant and institutional field. Thousands of our graduates now holding well-paid positions as Managers, Assistant Managers, Stewards, Housekeepers, Hostesses and 55 other different types of well-paid positions. Living often included. Previous experience proved unnecessary. Lewis graduates, both young and mature, winning success. Good grade school education, plus Lewis Training, qualifies you at home in leisure time. FREE Book gives full details about this fascinating field, and explains how you are registered FREE of extra cost, in the Lewis National Placement Service. Mail coupon NOW.

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Lewis Hotel Training Schools,  
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Send me the Free Book, "Your Big Opportunity,"  
without obligation, and details as to how to qualify  
for a well-paid position.

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## New, Pleasant Work for WOMEN up to \$23 WEEK

Represent the leading dress house—**FASHION FROCKS** and show this adorable line of lovely new spring dresses to friends, relatives and neighbors. Styles are stunning. Fabrics are exquisite. Colors are the smartest. Values are amazing. You can earn up to \$23 and more in a week, full or spare time, in addition, get your own dresses free of extra cost. No house-to-house canvassing. No experience and no investment ever required.

**FREE DRESSES**  
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Send your name and address at once for this marvelous opportunity. Get this elaborate portfolio of dress styles in actual colors with samples of the beautiful fabrics. Just showing it—earns you up to \$23 and more in a week, besides get your own dresses free. Write fully giving dress size.

**FASHION FROCKS, Inc.**  
Dept. CC-225 Cincinnati, Ohio

## Fred MacMurray— Yesterday's Forgotten Man

(Continued from page thirty-two)

mountain refused to come to him, MacMurray went after a picture career.

"I was playing in a theatre orchestra when they picked me out for some reason to play in black-outs, you know, little funny single acts which is the way they tell jokes on the stage. But I got to thinking and began to realize that the real opportunities were in pictures and not on the stage and so I just walked into the Paramount New York offices and asked for a screen test and got it."



Fred MacMurray

But just because the test was fine and dandy, Fate was not yet ready to make MacMurray a star. He was shipped to Hollywood to play a certain part but the picture was shelved and never made so Paramount executives forgot all about the tall boy who had been shipped out from New York and Fred became Paramount's forgotten man. He drew his small pay check and hung around the lot but nobody said anything about him working.

● THEN CAME the break. Claudette Colbert was cast in *The Gilded Lily* and Fred was put in as her leading man, another young player, Ray Milland, sharing the honors. His first scene with Claudette called for a loving clinch and Fred shook with nervousness, as he put his arms around her like a wooden man. Claudette smiled.

"Don't be nervous, Fred. Just pretend I'm the girl friend. This must look real on the screen, you know."

So Fred shut his eyes and did his stuff and if you saw that picture, you know how good and how natural he was. It made him a sensation over night and since then he has made one picture after another, with hardly time off for a set of tennis between.

"Once when I heard that Paramount needed common labor I took my lunch and camped outside the gate trying to get the gate man to let me in. He finally got tired and drove me off. But I walk past him now and he calls me Mr. MacMurray. That's a bigger thrill than working with a star."

He's all man, this lad MacMurray—but he is every inch the gentleman. He and Henry Fonda put on a battle up at Big Bear lake, on location with *The Trail Of The Lonesome Pine* that will go down in screen history as topping even the famous one in *The Spoilers*, made in the old silent days. Fonda is a tall, husky chap but MacMurray dwarfed him and when Fred landed one that shook Fonda to the heels, he stopped the camera and apologized. He bought little Spanky McFarland of *Our Gang* fame, who has a part in the picture, a bag of marbles and between scenes played the game with Spanky, taking extreme care that Spanky always won.

● MOST STARS treat their "stand-in's" as a king used to treat his jester but Fred and Henry Wise, his "stand-in" became great pals on the location trip. They went

## DON-A-CAP

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**RASHES ECZEMA**  
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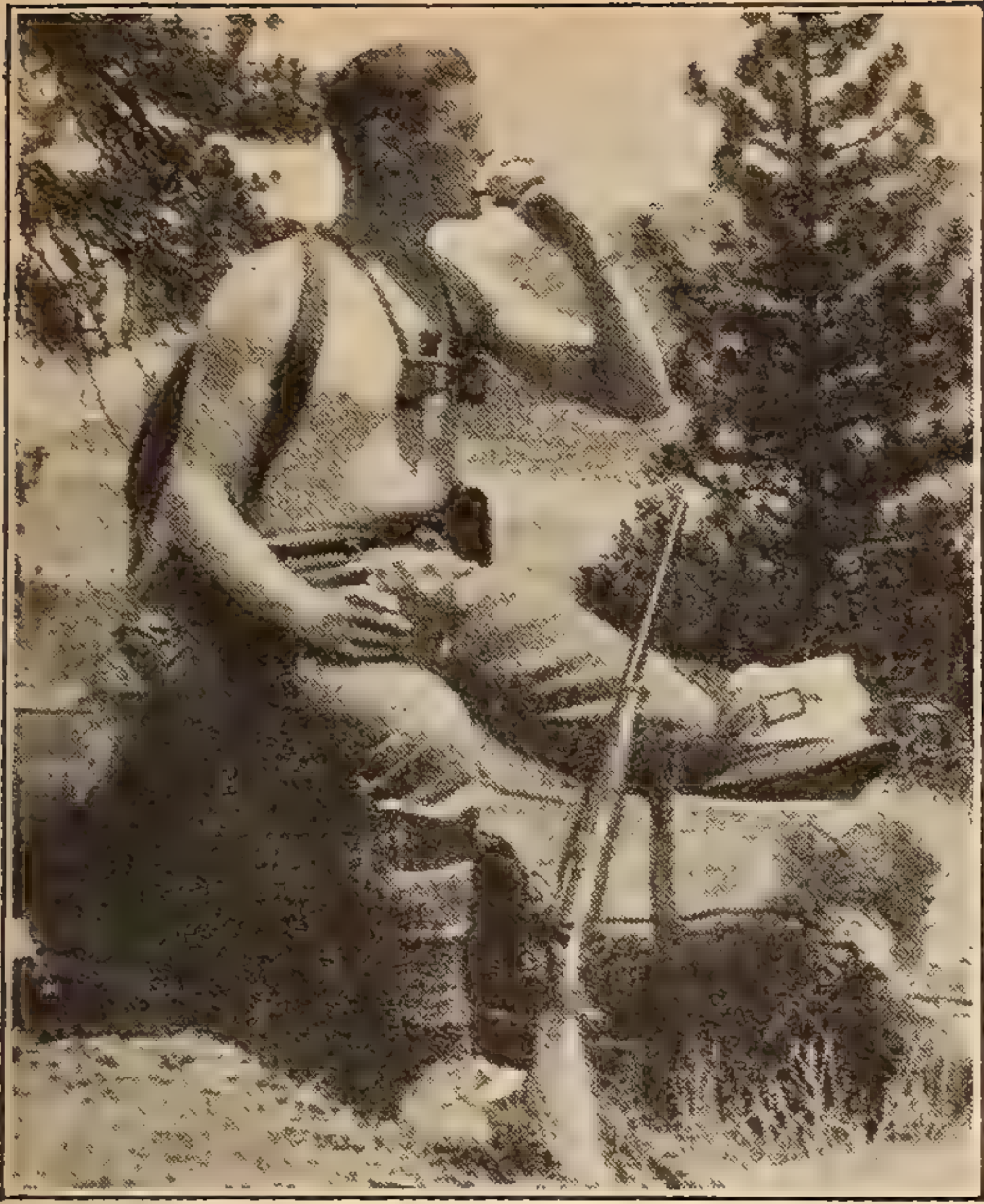
Grow our **Giant Zinnias**—We offer a **Rainbow Collection** of over 20 dazzling colors and many pastel shades, which make a gorgeous color display. **Large Pkt.** (over 200 seeds) 10c, 3 pkts. 25c.

**Packet Giant Asters Will-Resistant** (8 colors) free with each order.

**1936 Seed Book free**—155 kinds Vegetables & Flowers in colors.

**F. B. MILLS Seed Grower, Box 99, ROSE HILL, N. Y.**





Paul Kelly rests 9,000 feet above the sea while taking a day off from production of *Song and Dance Man*, his first starring picture with Twentieth Century Studios

to an old fashioned local square dance but the smiles and pleading eyes of the local girls could not get Fred on the floor.

"Yes, Lillian and I are engaged, unofficially," he once admitted to a newspaper man, "and I met her when we were both in *Roberta* on the New York stage. We don't run around much to the night clubs for I got enough of them when I was playing in a band and she doesn't care for them either. I haven't been out with another girl since I met her. Why should I?"

And there you have it. A one-woman man is a novelty in Hollywood and many a beautiful feminine star would like to take Fred under her wing but it's no go. He isn't that kind of a boy.

"Once I tried to take dramatic lessons," Fred told me, "but when the studio officials heard about it, they ganged up on me and made me stop. Said my principal charm and appeal to women is my naturalness. Can you imagine them saying that? You see my screen work has all been light comedy and I'd like to try a dramatic rôle."

Unless Paramount's plans are changed, he will just have time to change his clothes after finishing *The Trail Of The Lonesome Pine* for Walter Wanger to get into an aviator's uniform for *Thirteen Hours By Air*, his next film.

He is still slightly dazed and bewildered by his sudden climb to fame but is rapidly gaining in poise and self-confidence. I saw him blow up in his lines seven times in one scene, while I was on the set and he didn't turn a hair, just grinned that boyish grin which has won him a few million women's hearts and tried again. It is rumored that before she left for Sweden, that Garbo requested Fred MacMurray for her next M-G-M picture and it is known that Claudette Colbert hopes they may some day be screen lovers again and duplicate the success of the pictures that started Fred to stardom, *The Gilded Lily* and *The Bride Comes Home*.

But Fred might just as well bundle the lovely Miss Lamont into a plane and hop off for Yuma. Paramount will never give him back to the Indians for if ever a man was set, that man is the tall dark and good natured Fred MacMurray.

—GEORGE ROBERTS

MARCH, 1936



# draw me!

## COMPETE FOR AN ART SCHOLARSHIP

Copy this girl and send us your drawing—perhaps you'll win a **COMPLETE FEDERAL COURSE FREE!** This contest is for amateurs, so if you like to draw do not hesitate to enter. **Prizes for Five Best Drawings—FIVE COMPLETE ART COURSES FREE, including drawing outfits. (Value of each course, \$190.00.)**

**FREE!** Each contestant whose drawing shows sufficient merit will receive a grading and advice as to whether he or she has, in our estimation, artistic talent worth developing.

Nowadays design and color play an important part in the sale of almost everything. Therefore the artist, who designs merchandise or illustrates advertising has become a real factor in modern industry. Machines can never displace him. Many Federal students, both men and girls who are now commercial designers or illustrators capable of earning from \$1000 to \$5000 yearly have been trained by the Federal Course. Here's a splendid opportunity to test your talent. Read the rules and send your drawing to the address below.

## FEDERAL SCHOOLS, INC.

3076 Federal Schools Bldg., Minneapolis, Minn.

### RULES

This contest open only to amateurs, 16 years old or more. Professional commercial artists and Federal students are not eligible.

1. Make drawing of girl 5 inches high, on paper 6½ inches square. Draw only the girl, not the lettering.

2. Use only pencil or pen.

3. No drawings will be returned.

4. Write your name, address, age and occupation on back of drawing.

5. All drawings must be received in Minneapolis by Feb. 26th, 1936. Prizes will be awarded for drawings best in proportion and neatness by Federal Schools Faculty.

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**AGENTS: up to \$32 in a WEEK**

New, sensational free Replacement Guarantee on fine hosiery. Chiffons, service weights. Big line for men, women, children. Holes, snags, runs appearing in from 1½ to 8 months from ordinary wear, replaced free. R. Poirier, Maine, reports earnings \$127 from August 17 to August 24, 1935. Ninety-six styles, colors. Selling equipment supplied. Agents write, give hose size.

**WILKNIT HOSIERY CO.**  
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**YOUR OWN SILK HOSE FREE OF EXTRA COST**

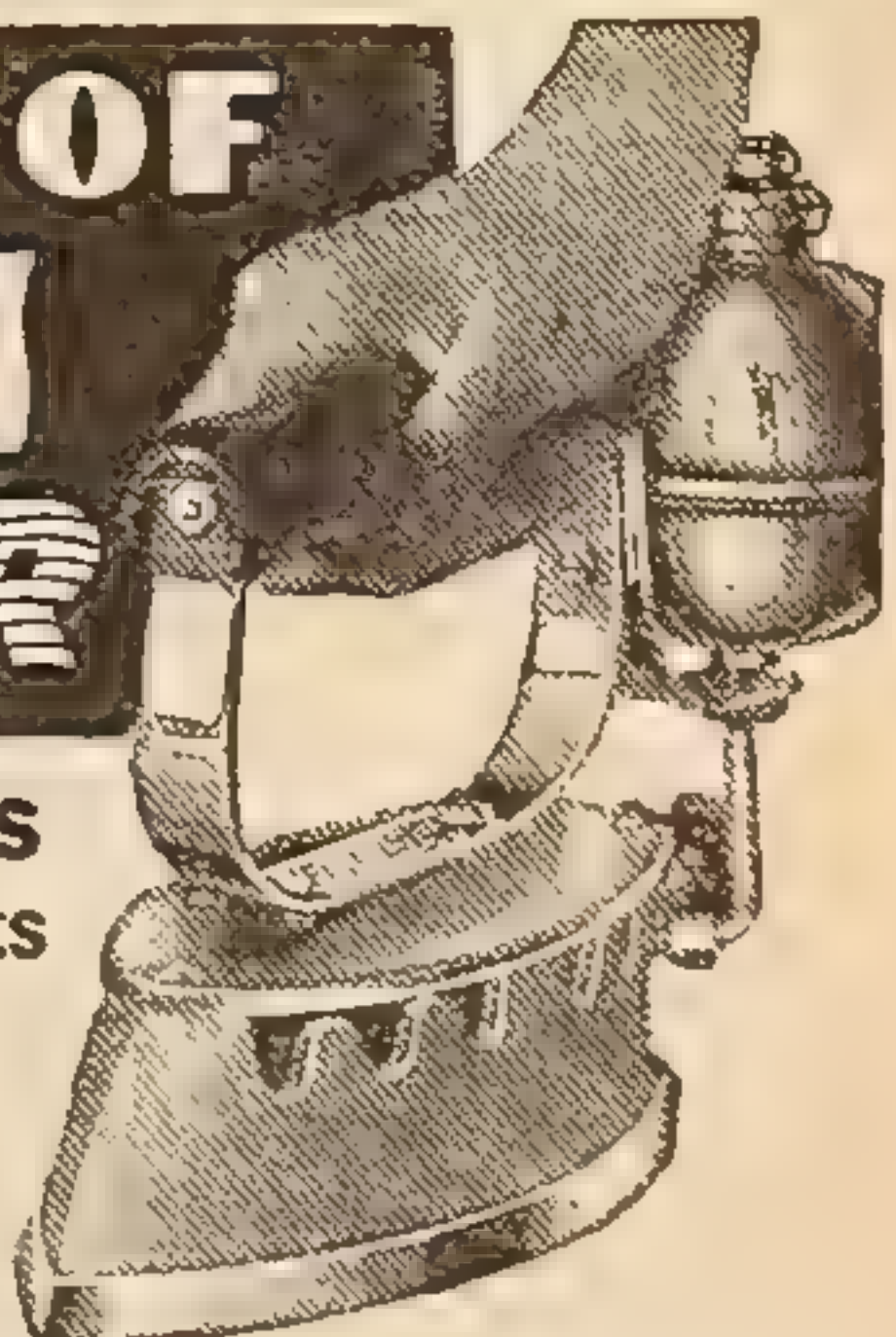
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**NEW KIND OF IRON Burns AIR**

**Super-Speed Amazes Housewives—Pays Agents**

**up to \$15 to \$25 in a Day**

Better than gas or electricity—at ¼ the cost. No wires, no hose, no attachments to bother with. Quick, regulated, uniform heat. Cuts ironing time in half. Irons big washing for only 1c. Burns 96% air—only 4% common kerosene (coal oil). Handsome, rustproof, CHROMIUM finish insures lifelong service. No wonder agents like Morris and Wynne have made up to \$15 and \$25 in one day. **HOME TRIAL** Write today for full particulars, 30-day trial offer, and proof of big money opportunity. **AKRON LAMP & MFG. CO., 665 Iron St., Akron, Ohio**





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**"LOST 63 lbs."**

**Feel Fine"**

**..WRITES NEVADA LADY**

● If you have tried to lose fat and failed, read this letter and take heart! "I tried to reduce, yet nothing worked. I was desperate. Then I tried RE-DUCE-OIDS and lost 63 lbs. I look and feel like a new person!" writes Mrs. A. Wood, 101 Burns St., Reno. Hundreds write of reducing as much as 80 lbs. and report feeling better right from the start. Why not do as they have done? In capsules...easy to take. For your safety — RE-DUCE-OIDS positively DO NOT contain dinitrophenol.

**LOOK and FEEL LIKE A New Person!**

**FAT GOES...or Money Back!**

Your money back in full if not delighted...you are the judge. No risk, so don't delay, fat is dangerous! At drug or dep't stores. Or, send \$2 for 1 package; or \$5 for 3 packages direct to us. Currency, money order, stamps, or C.O.D.

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Send me.....packages of RE-DUCE-OIDS  
(Enclose payment; or 10c if ordering C.O.D.)  
Send me FREE BOOK, "HOW TO REDUCE."

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**PIMPLES** From External Causes

Relieve the sore, itchy spots and help heal the ugly defects with — the tested medication in

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Sample free. Resinol, Dept. 2a, Balto. Md.

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Mrs. F. McE. (Penna.) thought it was too good to be true when she read that Chicago School of Nursing students were often able to earn \$25 a week while learning "practical" nursing. However, she sent for the booklet offered in the advertisement and after much careful thought decided to enroll. Before she had completed the seventh lesson she was able to accept her first case—in three months she had earned \$400!

Think of the things you could do with \$400!

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can train you, as it has trained thousands of men and women, at home and in your spare time, for the dignified, well-paid profession of Nursing. Course is endorsed by physicians. Lessons are simple and easy to understand. High school education not necessary. Complete nurse's equipment included. Easy tuition payments. Decide today that you will be one of thousands of men and women earning \$25 to \$35 a week as trained practical nurses! Send the coupon for interesting booklet and sample lesson pages. Learn how you can win success, new friends, happiness—as a nurse.

**CHICAGO SCHOOL OF NURSING**  
Dept. 83, 100 E. Ohio St., Chicago, Ill.  
Please send free booklet and 32 sample lesson pages.

Name.....  
City.....State.....Age.....

## My Daughter, Virginia Bruce

(Continued from page thirty-three)

● SHE WAS A VERY good child, always easy to discipline. She had but one spanking in her life and I didn't want to give her that but I felt that I had to in order to protect her.

One day when she was four years old she asked me about church and if good people went there. I answered absently as mothers will when they are busy with house work, saying, "Yes, all good people go to church." A little while later, I missed her. I looked all over the house for her, all over the yard, all up and down the block. I was frantic and called her father. It was before we owned a car but he took his bicycle and rode all over the neighborhood. After a dreadful, nerve-straining two hours we found her down by the Methodist church.

She hadn't meant to be bad—in fact, she thought she was proving that she was good by going to church. I wanted to take her in my arms and weep over her safety but my better judgment told me that she must be whipped so that she would never, never leave the yard again.

Virginia was good in school, never caused us any embarrassment by either misbehaving or failing in her classes. She also kept up with her music so that by the time she was thirteen she gave a recital all by herself in Stone's Hall, playing an entire program of difficult classical music.

During high school she played for all the entertainments they had at the school, also for the glee clubs.

● IT SEEMS to be the ambition of every child in the grade schools in Fargo to go to Central High where the freshmen wear red caps and where much excitement reigns at all times. Virginia was so excited when she entered high school and could go from room to room for her classes and have different pupils in almost every class that she couldn't, or didn't, study as well as she did in the grades. Her marks weren't just what they used to be and we were a bit worried. Then one day she got a hundred on one of her papers. The teacher was very pleased because she liked Virginia and longed for her to do better work.

"Well, Virginia," she asked with a kindly smile, "how did you happen to get such a good mark?"

Very calmly and very truthfully, Virginia replied, "I copied Hamilton Simon's paper."

The poor teacher was shocked and yet he liked Virginia for being so truthful. He explained to her that the mark was undeserved and that instead of the hundred he would have to give her nothing at all. That was all right with Virginia.

"Oh, I know that," she said. "I didn't expect to get credit for it. I just wanted to see what a hundred on my paper would look like."

● AFTER VIRGINIA was through high school we decided to come to California. She wanted to go to the University and we knew they had good schools here. On the way out on the train when people learned we were headed for Hollywood they would smile and say to me, "Oh, are you going to put your daughter in pictures?"

"No," I'd say firmly, "she's not going

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28x4.75-19	2.15	33x4	2.65
29x4.75-20	2.20	34x4	2.90
29x5.00-19	2.55	32x4 1/2	3.00
30x5.00-20	2.55		
5.25-17	2.60		
28x5.25-18	2.60		
29x5.25-19	2.60		
30x5.25-20	2.60		
31x5.25-21	2.90		
5.50-17	2.95		
28x5.50-18	2.95		
29x5.50-19	2.95		
6.00-17	3.10		
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Size	Price	Size	Price
30x5	\$3.70	34x7	\$9.95
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34x5	3.95	38x7	10.65
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Size	Price	Size	Price
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7.00-20	4.85	9.00-20	9.40
		9.75-20	12.95

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QUICKLY APPLIED, MAKES EYES MORE BRILLIANT, EXPRESSIVE!

The secret of the captivating beauty of movie stars! Long, dark, lustrous lashes that transform eyes into bewitching pools of irresistible fascination. Makes the eyes look larger, more brilliant, and far more expressive. Try a pair of these wonderful lashes and you will be surprised at such magic charm so easily acquired. Quickly put on by anyone, absolutely safe, can be used again and again. Mailed promptly on receipt of coin. 35c pair, 3 pair \$1.00.

**MITCHELL BEAUTY PRODUCTS, Dept. 2001-C, St. Louis, Mo.**

**Finished in 18 Kt. WHITE GOLD 15¢**

To introduce our Beautiful Blue White Rainbow Flash Stones, we will send a 1 Kt. IMPORTED Simulated DIAMOND, mounted in Lovely 18 Kt. White-Gold Finish Ring as illustrated, for this ad. and 15c expense in coin. Address: National Jewelry Co., Dept. 6-E, Wheeling, W. Va. (2 for 25c.)

**FREE** White "LUCKY" Elephant—IMPORTED from the ORIENT—included FREE with each order. Limited Offer! Order Now!

**WANTED!**

**ORIGINAL POEMS, SONGS** for immediate consideration

**M. M. M. PUBLISHERS**  
Dept. FD Studio Bldg.  
PORTLAND, ORE.





Laughing at the weather man—and who wouldn't with this lovely vision of winter! It's Eleanor Whitney, sensational little tap dancer at Paramount

into pictures. She's going to the university."

"Well, she's pretty enough to go into pictures," they would remark.

Virginia was pretty. She had big dreamy eyes, nice fine features and the hair that had once been so straight was now nice and wavy. Maybe she was pretty enough for pictures but she didn't want to be an actress and I most certainly didn't want her to. I had all sorts of distorted notions about picture people.

After we arrived in Hollywood, we had serious financial reverses and it began to look as if we wouldn't have much money to leave to our children. Virginia was having a bit of trouble getting into the University since the credits required here were somewhat different than those required in Dakota. I began to think that since Virginia was so advanced in music and could draw so well that she should enter some art school and prepare a career for herself in the field best suited to her.

● IS WAS ABOUT that time Director William Beaudine saw her. Immediately he wanted to sign her to a motion picture contract. He sent for me and talked it over with me. No, I would not let my daughter go into pictures. He sent the contract over just the same and for two months it laid around the house unsigned.

After a lot of discussion, we finally did sign the contract and Virginia went to Paramount studios for two years. After that, Mr. Florenz Ziegfeld saw her and invited her to New York for a season to play in one of his shows. We were reluctant to let her go but felt that the experience would help her in her new career.

● AFTER HER SEASON on Broadway, she returned to Hollywood under contract to Metro-Goldwyn-Mayer where she has been ever since, save for that year before and just after Susan was born.

MARCH, 1936

## HOW A QUICK, EASY WAY TO LEARN MUSIC

*changed my name from "Miss" to "Mrs."*

LESS than a year ago I was friendless, lonely, unhappy. Then came the amazing event that changed my whole life.

It was at Jane Smith's party. I found myself sitting alone as usual. I had nothing to offer—no musical ability at all. Mary Nelson came over to talk to me. She was a wonderful pianist and the life of every party. "I wish I could play like you, Mary," I said. Imagine my surprise when Mary told me she had never had a teacher in her life.

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## The Girl From the Other Side of Town

(Continued from page twenty-eight)

brownstone front and its fire-escapes, dozens of them exactly alike.

With her brood of six—Ruby, Marjorie, Helen, Gertrude, Anna May and Jim—none of them quite two years apart—Mrs. Keeler had her hands full. There never seemed quite enough room for all of them and Mr. Keeler was hard-pressed to eke out even a meager living for the six hungry young mouths.

But what they lacked in luxuries, they made up for in love and loyalty. There never was such a devoted family as the Keelers. There was no jealousy or pettiness among the lot of them; what brought good fortune to one was appreciated by them all. True, they had their little quarrels, but it was always in the bosom of the family. Heaven help the outsider who tried to take sides!

And so one day Ruby was selected from the school "Drill," where the children learned exercises and simple little dance steps, by a talent scout who was looking for new, fresh faces for the chorus of *The Rise of Rosy O'Reilly*. There never was such a day of excitement in the Keeler household. Ruby had a job!

"As long as I can remember," Ruby told me, "I wanted to make money. It seems to me I can never recall my mother ever having enough. I didn't really want it for myself. To this day, I haven't the remotest idea of the value of money. I always gave whatever I made to mother, beyond my expenses."

● THEY'D HAD To fib a little about her age to the manager of the show, but somehow he was easy to convince. He took one look at Ruby and decided he could very easily forget she was only thirteen. He wanted her in that show.

After the rehearsal period, the show was to go on for the opening in Boston. The Keelers scraped together enough money to move and finally located on the South Side of Boston, where Ruby could ride her bicycle to work.

"I didn't miss a thing, starting to work so early," she said decidedly, in answer to my question. "It never seemed to make any difference that I was working in a chorus. I didn't have to work until evening, you know. I'd sleep all morning and play tag or baseball with the kids, just like I'd always done, in the afternoon."

Ruby smiled roguishly.

"When the show moved on to New York, I used to commute every week before the family moved back to town. I used to ride for half fare!"

Back in New York, the Keelers found themselves in a bit of difficulty. Ruby must go to school, the authorities declared. So Ruby was enrolled at the Continuation School, which she attended one day a week—from eight to twelve.

"I took up home-making," she said, a little shyly—then added quickly—"because it looked easy. I didn't like to cook much, though, after I found out you had to eat everything that was prepared. I'd seen some of those dishes in the making and they didn't look very appetizing. I decided to wash dishes instead."

● I GLANCED At her well-manicured fingernails. They didn't look as though they ever could have washed dishes.

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MARCH, 1936



Gladys Swarthout does this Juliet scene in her new film, *Give Us This Night*

"The funny part of it is that dancing in the chorus never did seem like work to me," Ruby continued. "Why, one time I was working in three night clubs and in the chorus of *Bye Bye Bonny* all at the same time. And it wasn't really hard. I'd finish my number at the theater and get over to the Silver Slipper Cafe in time for the 12:30 show. Then I'd go to the Bennie Davis Club and from there to a club on 59th Street. I forgot the name of it. I'd have plenty of time to get back to the Silver Slipper for the next show, and so on. I generally got through about 4:00 in the morning. Then I'd sleep all the next day.

"You see, those extra checks meant a lot to my mother. And that was the only thing I was interested in—getting money for her.

"I'll never forget my first \$500," she chuckled. "It was when I was working at the El Fey Club. Mother was waiting for me in my dressing room. She was never a stage mother, in any sense of the word, but she didn't like me running around at night alone. So she always used to go to the show with me.

"Anyway, this particular night I was supposed to go on after Joe Frisco, the famous dancer. I was terribly upset. I cried and cried, because I had to follow him, knowing I'd be awful after the crowd had seen him dance.

"WELL, ALL the waiters and everyone in the cafe were sorry for me and kept telling me not to worry. Finally, just to console me, they decided to have a contest between Joe and me, the winner to receive \$500. I knew I didn't stand a chance, but I'd never seen that much money all at once in my whole life, so I went ahead. Of course, it was just because they were all sorry for me, but I won the contest and they handed me the money. I was so excited I could hardly talk, as I went upstairs and gave the money to mother. When we got home at six o'clock that morning, we woke up the family to tell them about it."

"What did you do with the money?" I asked, curiously.

"Well, mother bought me a fur coat with some of it—a cheap one, you know, and the rest went on the house. There were always plenty of places for money!"

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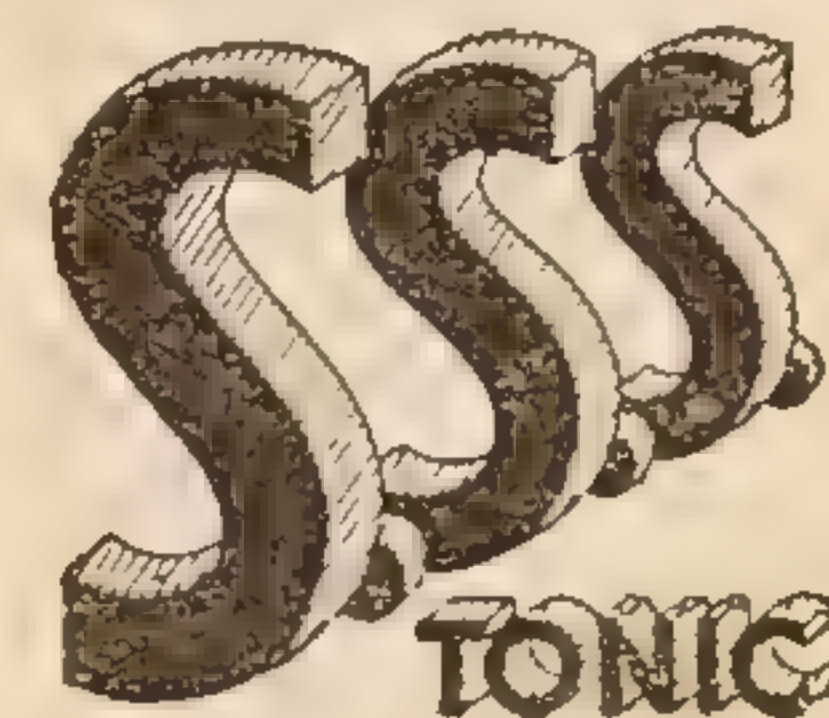
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## Jean Harlow's Dangerous Gamble

(Continued from page twenty-seven)

wanted to symbolize it by changing the shade of my hair—and become just a 'normal' blonde. The studio still fought me on it, but I fought back, and I won out. I think the fans will like it. I hope so," she added thoughtfully.

"And I began fighting, too, for a different kind of rôle. For different kind of clothes to wear in pictures. For different, more sedate publicity. I begged and begged for a part in which I wouldn't have to speak bad English, and slink up to 'my man.' And at last I have it! In *Wife Versus Secretary*, the picture I'm doing now with Myrna Loy and Clark Gable, I play the part of an efficient secretary, whose work comes before everything else, and I don't have even one love scene with Clark Gable, and I wear mostly tailored suits and plain little dresses, and I wear only one evening dress in the entire picture!" Jean's enthusiasm was so real, and so triumphant, that I easily understood why she won the battle about her hair, and this new part, even against the studio. Her new determination is the kind of determination that must win out!

### ● EVEN WHERE ROMANCE is concerned.

For a long time, as you know, Jean and Bill Powell have been in love. They drifted along, gayly, happily, finding perfect companionship, each in the other. Everyone thought it would lead to marriage. So, perhaps, did Jean and Bill. Until along came the time when Jean found herself facing facts squarely—and that means, maturing! Until along came the day when Jean decided to slough off a few of the ambitions and distant desires which were diverting her thoughts and her 'drive'—and narrow down to one or two instead. And most important, was the necessity of rebuilding her career along new lines. It wasn't a necessity where her fans or her box office was concerned. But where the new Jean herself was concerned, it was vital. Tackling a new career and a marriage at the same time, she wisely concluded would be difficult, if not impossible. Career won out. And so now, while Jean and Bill still hold each other in high regard, while they still see each other in the same old gay, glorious way, the marriage angle seems to be out.

● BUT EVEN THEN, "dates" occupy only a small part of her time these days—and even less of her mind. There's the new kind of reading for example. Jean has always read a lot, but she admits that while she used to read for entertainment, and to "kill time," she now reads with an entirely different attitude to learn and study and be well-informed. "A year ago," she said, "I wouldn't have thought of re-reading a book, because I used to read only for the story. But now I find it interesting to read and re-read, trying to analyze an author's style, and I always find something in a second reading that I missed in the first."

I guessed that this new interest in reading also had something to do with Jean's writing, and when I asked her, she said, "Yes, I've taken my book, *Today Is Tonight*, off the shelf again, and

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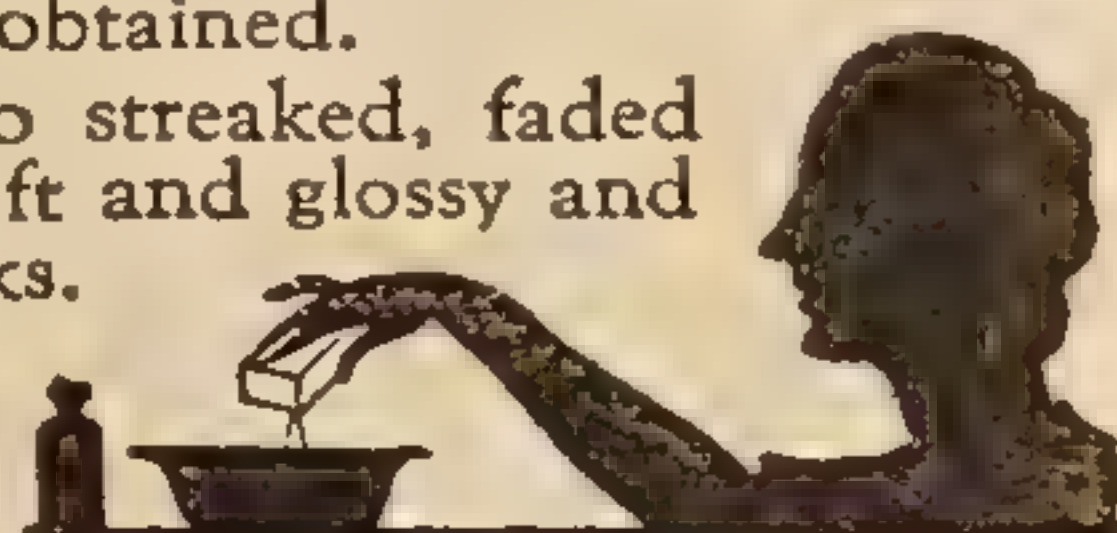


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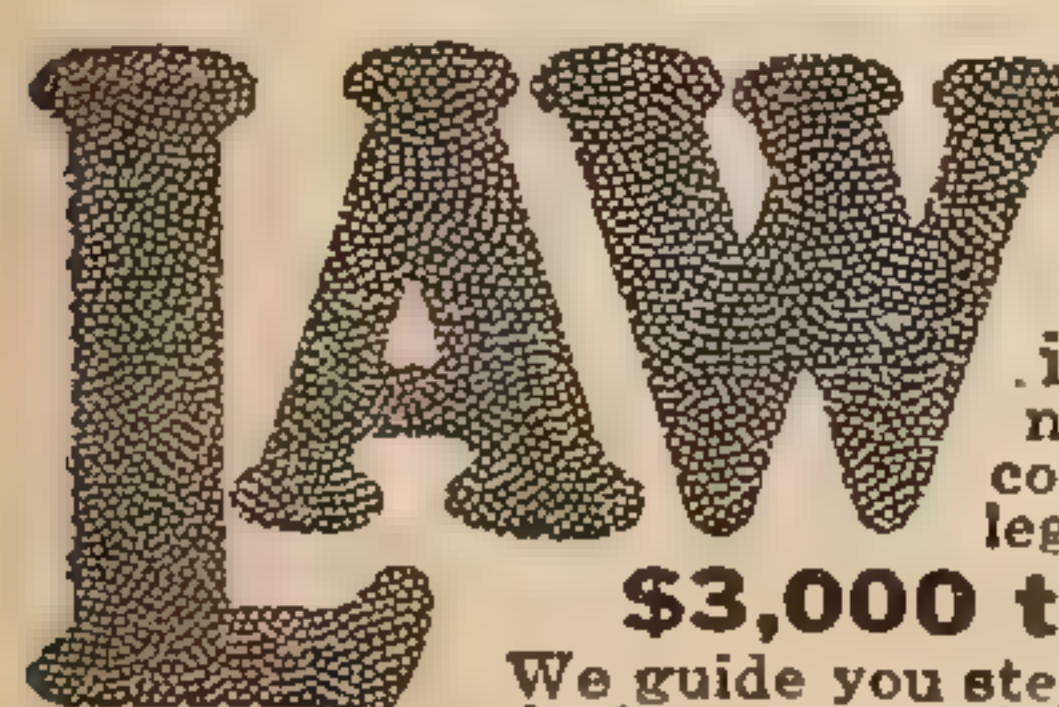


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I'm rewriting parts of it, and doing a lot of editing. The truth of the matter is that I've never even submitted it to a publisher, because up until now, I've been afraid to. I had no confidence in it. But when I get through working this time, I will! Because I feel so much more steady and calm in my own mind, that I'm sure my book will reflect it. More than anything, I guess, I've developed perspective. I can stand off and look at things as they are, not as they seem to be.

"I can even do that with myself these days. One of the things I discovered needed correcting in me was my frankness. Frankness is something that I never purposely developed. It's always been part of me—something I couldn't help. I never weighed one answer against another—but always, answered as I felt, even when I was talking to an interviewer. Well, I still believe that honesty is the best policy—but I've learned that sometimes my frankness has been misinterpreted as boldness, and so now I've learned to curb it a bit, and to speak with more deliberation."

● **ANOTHER CHANGE** that has come over Jean is one that she didn't tell me about, but one that others have mentioned. And that is the change in her attitude of generosity. Jean has always been the kind of girl who would give you the shirt off her back—and usually did, figuratively, if not literally. If you were a friend of Jean's, or even just an acquaintance, and happened to admire a pair of hose she was wearing, Jean would probably say, "I just bought several dozen of these... come up to the house and I'll give you a dozen."

Well, Jean is still generous, even more so, but she is directing her generosity in different directions. She suddenly realized that all her giving was usually to satisfy a whim—hers, or another person's—and that she wasn't always giving where giving would do the most good. A dozen pair of hose, or an evening dress, or a bracelet, after all, were luxury gifts. Now Jean tries to give only to the needy, and to give them the things that will make their lives more comfortable, and their tummies fuller.

The interesting thing is that all these changes have become reflected in Jean's face. Her face is softer, prettier, happier than I have ever seen it. Jean's eyes have always looked everyone straight in the eyes—but now they seem to be even more calm and steady than ever. Her smile is still quick to flash, but it has a warm quality it never had before. So is her body more beautiful and more poised than ever. And her hair—

But I almost forgot! One of the things that Jean has demanded as a part of her change in publicity is that it be straight to the point—minus frills and furbelows and a lot of palaver about "the sun streaming through the window, turning the bright glint of her hair to silver flame."

"It's because I don't want people to think of how I look anymore," she said with spirit. "There's been too much of that. They looked at me as I was on the screen, all gleaming satin, and brass and brazen, and so thought I was like that in person. Well, I'm not. So if you think I've said anything that's interesting, or helpful, or important, write it down—but forget about the descriptive adjectives."

So, I guess... I'll just let it go at that!

**LAXATIVES?  
I NEVER NEED  
THEM ANY MORE!**



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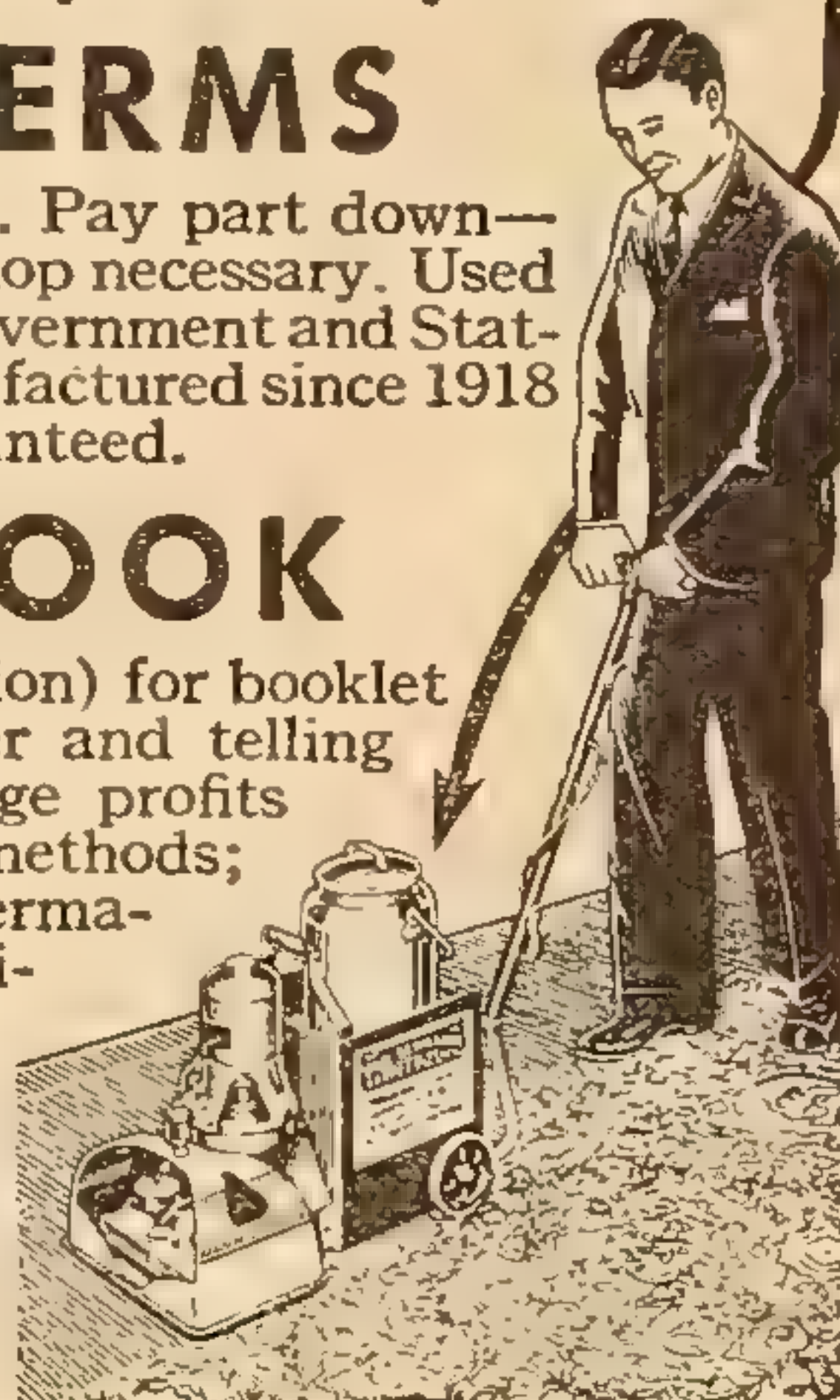
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## For Individualism—

(Continued from page thirty-six)

use it, clamp it over your upper lashes gently, count to 100, then release. Apply your mascara, and you're set for a long evening of conquest. . . .

● DON'T MASCARA YOUR lashes so heavily that they look like little picket fences. That only detracts from whatever beauty your eyes may have. Manufacturers of cake, cream and liquid mascaras have improved their products so that they give the lashes a soft, natural looking depth, rather than an artificial harshness.

There's a comparatively new cream mascara in a black and silvery tube that is conservative enough to suit eagle-eyed Aunt Victoria yet glamorous enough to bring the stag line to its knees. . . . You squeeze a bit on a small brush and sweep this over your lashes very, very lightly. A second going-over with a clean brush or an eyelash comb is always advisable, too. Fifty cents buys a generous tube of this mascara, which comes in brown for blondes and red-heads, black for brunettes. Most important of all, it is harmless, tear proof and smartproof.

That camel's hair brush Miss DeMille is using to tint her lips is one of the unusual items in a thrilling new line of make-up inspired by Hollywood and created by a Fifth Avenue beauty wizard. Every preparation in the line is based on professional cinema make-up.

● FOR INSTANCE, AN amazing foundation cream, in tubes, has the very special faculty of defying water, perspiration, heat and light—so when it's smoothed on your skin you can be sure that nothing will mar its satiny finish. It has another noteworthy quality besides its imperviousness to moisture and heat (which, by the way, makes it an ideal summer-vacation make-up!)—it actually conceals freckles and moth patches! There's no great trick to applying it, I can assure you, for I've used it myself on several occasions when dancing was the order of the evening. This creamy foundation comes in about ten natural looking shades and it costs only \$1 a tube. I'll be glad to send you the trade name or give you any beauty information you wish.

Another make-up item in this new line that I found fascinating is an indelible red pencil for outlining the lips. The professional way to apply lip rouge accurately and permanently is to trace the edge of the lips with this pencil and then to "fill in" the rest of the lip surface with a silky camel's hair brush dipped in paste rouge.

In applying lip color this way, be careful not to go too exotic. . . . Don't use too glaring or deep a shade of rouge and don't apply it so that it looks like a thick coating. If your lips are too heavy, work a fraction of an inch inside the lip line; if they're too thin, work a tiny bit outside of it. Improve on Nature, building up a curve where it's needed and toning down over-fullness, but be cautious about it.

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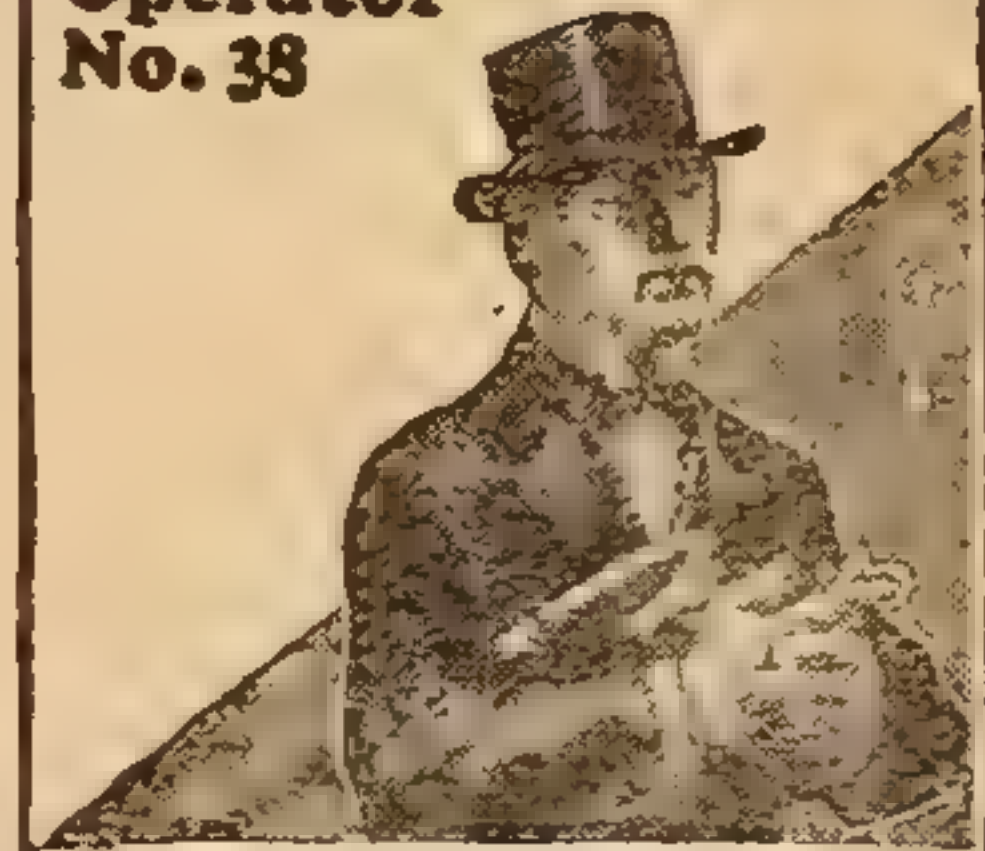
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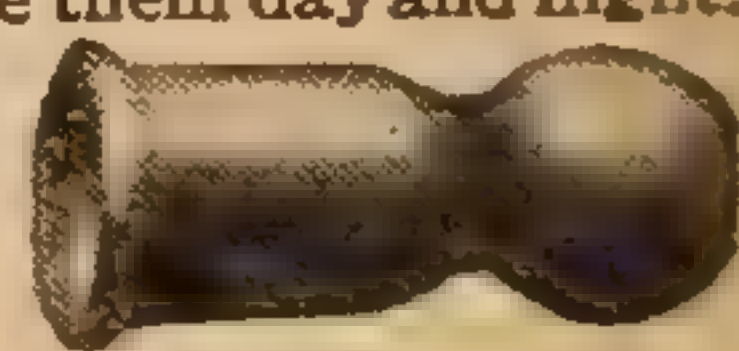
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## They All Want to Steal My Husband

(Continued from page twenty-nine)

telephone rang and Bing answered." Another smile touched Dixie's features as she recalled this event. "It was New York and the party on the other end, a girl who said she was just eighteen, implored Bing to write to her, and to croon to her over the phone. She said a friend in Hollywood had sent his number to her and she was spending her savings of three months just to call him.

"In New York especially people call up and ask that Bing croon over the telephone. Here at home, very few strangers can get our number, but in the east it's easy enough, after they learn where Bing is stopping.

● "MANY AND MANY a time, girls and women of all ages call up just to talk, for no purpose other than to hear Bing's voice. While we're traveling, we always leave word with the switchboard operator at the hotel that we're not to be called . . . but they put people through, anyway. Sometimes pleas are made for loans or gifts of money, often salesmen are on the wire, but for the most part the calls are from Bing's women fans.



Bing Crosby

"I remember one time when some girls claiming to be members of a certain sorority at one of the eastern colleges called me, while we were staying in New York, and insisted that I allow Bing to visit their house and sing for them. For some reason, they had gathered that I wouldn't allow Bing out of my sight, and one of them criticised me severely for such 'high-handed tactics,' as she termed it, in dealing with my husband."

What would YOU do under similar circumstances?

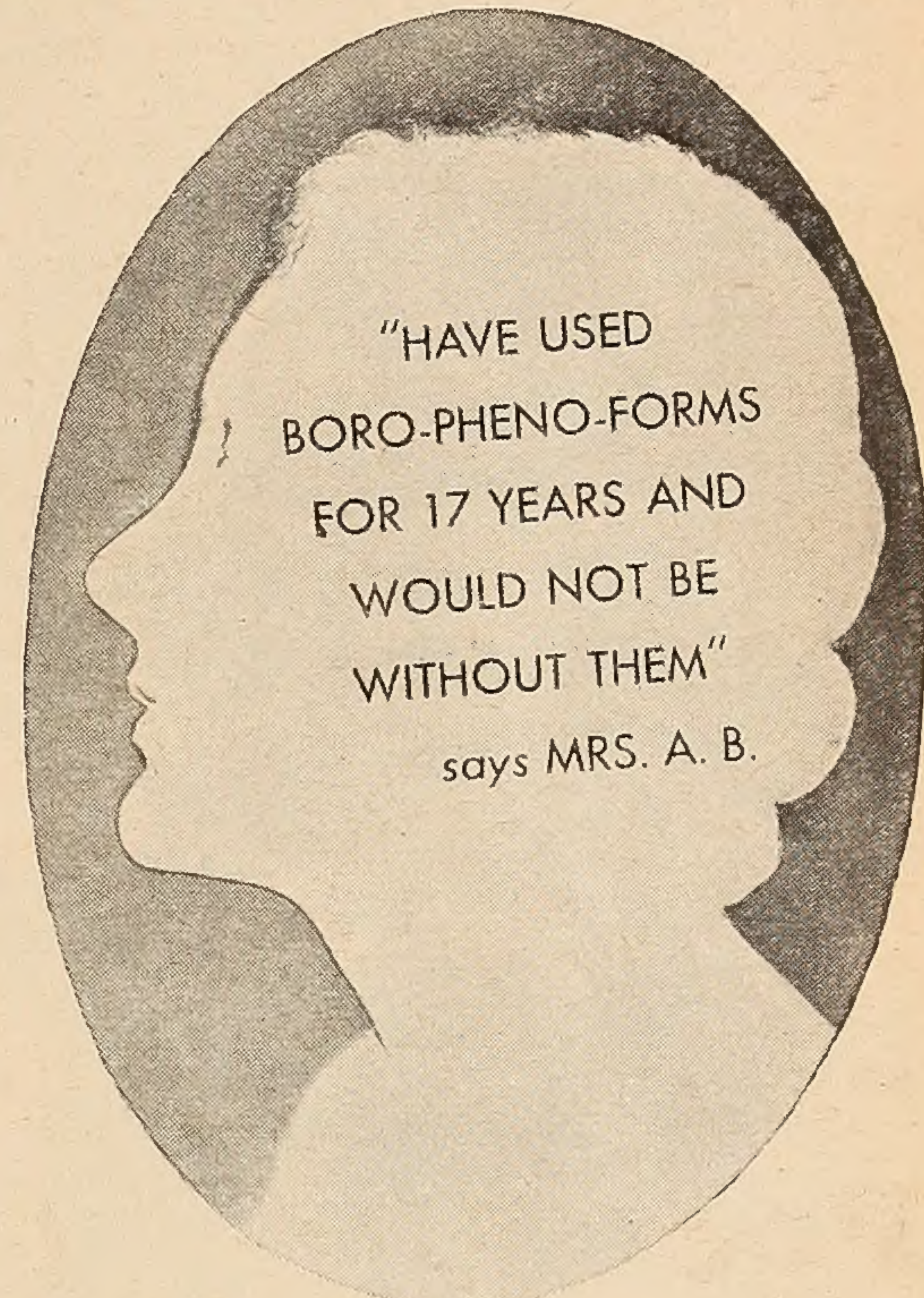
"Frequently, girls come to our door and ask to see Bing. It isn't at all unusual for a dozen cars a day to drive up in front of the house, bearing license plates of any one of the forty-eight states, and for two or three or even four girls and women to ring the bell and either ask politely or demand that Bing show himself. Once, when I answered the bell myself, a middle-aged lady told me I was deliberately ruining Bing because I was married to him!"

● DIXIE SHOOK her head almost sadly, as she dwelled upon this injustice. How many of you and you and you could have restrained yourselves from retorting in kind, instead of replying to the accusation with a gentle smile?

"One night last summer, while we were strolling up Broadway, a group of perhaps ten or twelve girls suddenly surrounded Bing. Not only did they want his autograph but some hugged and tried to kiss him. It was like bedlam let loose. In a second I was shoved to the outside of the circle and nearly landed in the gutter. When Bing finally rejoined me he looked like he had just been through a tornado."

So you'd like to be a crooner's wife!

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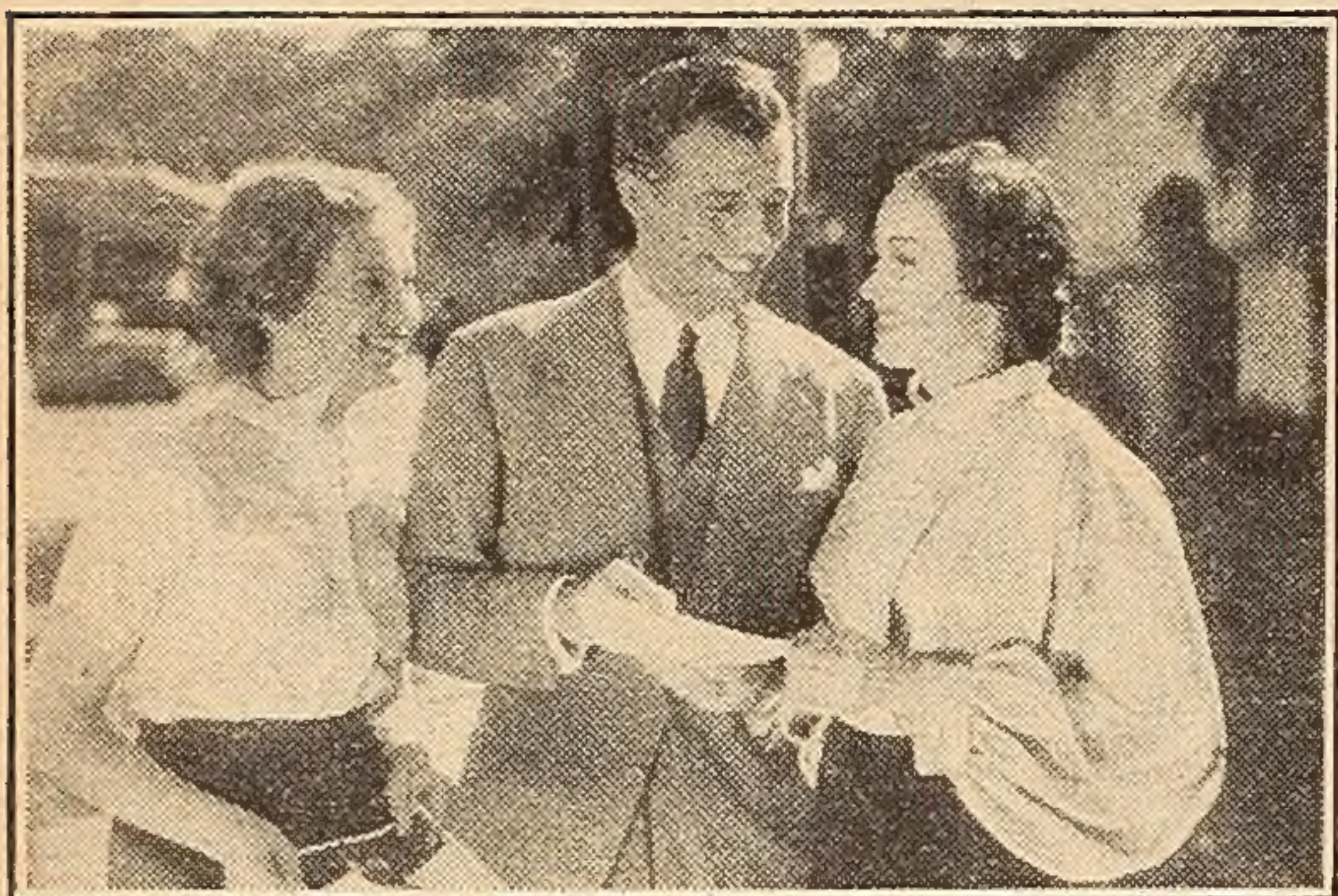
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# Star Gazing IN HOLLYWOOD

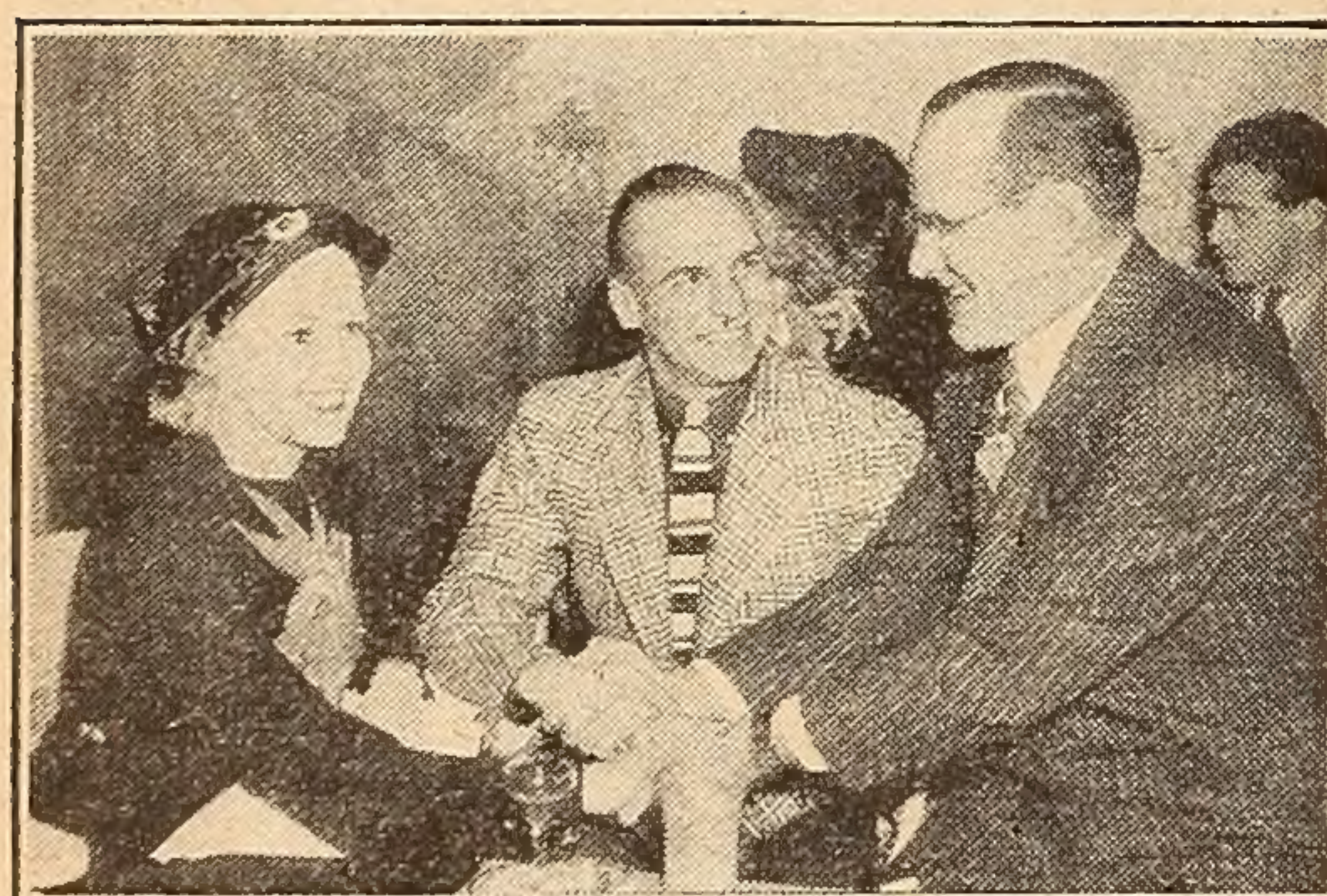
by JACK SMALLEY, Managing Editor



Even actresses want Bob Taylor's autograph  
... Nan Grey and Priscilla Lawson



Watching their horses come in at Santa Anita ... Cedric Gibbons and wife Del Rio



Capt. W. H. Fawcett ... he sped best wishes to romancers Coogan and Grable



Preston Foster and Carole Lombard ... making *Love Before Breakfast* at Universal

**N**UTTY NEWS REELS No. 1—Here we are ready for another dizzy tour of Hollywood, this time with your lecture illustrated with action shots by that demon cameraman, Charlie Rhodes.

Let's start the day off with a glimpse of Robert Taylor, being congratulated by Nan Grey and Priscilla Lawson for his grand performance in *Magnificent Obsession*. These two Universal girls wanted Bob's autograph, and can you blame them? Bob is this year's newest star, and extremely popular in Hollywood.

• •

From Universal we'll run out to Santa Anita race track where Mr. and Mrs. Cedric Gibbons (Dolores Del Rio) are trying to figure out which horse will win the Santa Anita Handicap. If you want to rub elbows with the stars, drop into the club house during the racing season. Bing Crosby is on hand whenever he isn't in a picture, watching his string of horses run. Joe E. Brown is there yelling for his Barnsley, speedy thoroughbred that romped in to place in the \$10,000 California Breeder's Champion Stakes. (Yep, we were on him!) Connie Bennett and Clark Gable aren't so proud of their nags, but they are on hand to cheer the broom-tails.

Bing is Hollywood's most ardent race fan. He has a fine stable of runners including Khayyam, a long-legged beauty.

• •

Back in town for a cocktail party, and here's a glimpse of Betty Grable, Jackie Coogan, and HOLLYWOOD Magazine's publisher, W. H. Fawcett. Bill is congratulating Betty and Jackie on their engagement. Jackie, you know, came into a million dollars on his twenty-first birthday, and then started out with Betty on a vaudeville tour. Did you see Betty in *Collegiate*, with Joe Penner and Jack Oakie? Keep your eye on her—she's one of our best bets for stardom.

And now to drop in at The Trocadero where we find Virginia Bruce out dining with a new escort, this time it's the screen writer, Ralph Jester.

Virginia has had a busy season, with scarcely a breathing spell between pictures. *Metropolitan* was no sooner finished than she went into *The Great Ziegfeld*, and then into *The Garden Murder Case* with Eddie Lowe. Both beautiful and clever, Virginia deserves her popularity.

But these few shots indicate only some of the highspots of Hollywood's gay whirl. There's something doing every minute! Let's take a look into a few of the studios and see what is going on.

Universal is a humming hive of activity, with Irene Dunne in *Show Boat*, Edward

Arnold making *Sutter's Gold*, and Carole Lombard in *Love Before Breakfast*. The *Sutter's Gold* company is in the midst of a big spectacle, showing Sutter's Fort being attacked by the Spanish army, and with General Fremont riding to the rescue in the nick of time.

Darryl Zanuck's studio, 20th Century-Fox, is putting the finishing touches to *Prisoner of Shark Island* and *Message to Garcia*, two MUST pictures for your list. Warner Baxter and Gloria Stuart are the stars of *Shark Island*, a tale of Civil War days and the notorious prison off the coast of Florida. John Boles and Wally Beery are stars of *Message*, and have been spending weeks wading through swamps and shooting off alligators. A 'gator named Elmer took such a liking to Wally that he tried to make off with Wally's leg every time he had a chance. Vic McLaglen, who copped honors with *The Informer*, is in the midst of *Under Two Flags* along with Ronald Colman. A huge walled city of Northern Africa covering several acres was built for this epic, and Colonel McLaglen strides through in his colorful Colonial uniform, with the set teaming with Africans, Arabians, soldiers, adventurers, camel drivers and traders.

And of course you can't miss the *Wife vs Secretary* set at Metro, where Clark Gable is trying to choose between Myrna Loy and Jean Harlow. What a choice to make!

Warner Brothers aren't resting on the laurels won with *Captain Blood* and *Midsummer Night's Dream*—Al Jolson is in the middle of a great picture called *The Singin' Kid*, and Ruby Keeler is making *Colleen*.

Mae West's flicker, *Klondike Lou*, proved that our lady of lovely curves is still Paramount's favored belle, and this studio continues to grab off the leading stars on popularity lists. Claudette Colbert, Bing Crosby and Marlene Dietrich are preparing or making new pictures, and Gary Cooper is on loan to Columbia for a comedy.

And what of Shirley Temple, No. 1 star of the world? Shirley earned a rest after finishing *Captain January*, and her mother packed our favorite daughter off to Palm Springs. Everyone who has had a look at *Captain January* says this will be her best picture.

As you may guess, your Stargazer is kept busy with all this studio activity, not to mention the social distractions of the village. Night clubs are bursting with business. The new Seville on Sunset, the Cine Grill at the Roosevelt, the Troc and other spots fairly shimmer with stars.

Come on out and join the fun! Have you read about the Movieland Tours organized by HOLLYWOOD Magazine? You'll be surprised how easy it is to plan a vacation in Filmland. So-so long, and we'll see you in Hollywood!



**MEN! WOMEN! MAKE MONEY THIS EASY WAY!**

*Wear the  
Unique  
Sensational*

# PORTRAIT RING

**Everybody Wants It!**

**JUST SHOW SAMPLE RING**

**AND MAKE DOLLARS BY  
THE HANDFUL!**

**PROVE IT AT MY RISK!**

This is the money-making chance you've looked for and longed for! A **NEW IDEA**—unique, thrilling, fascinating—that literally **CHARMS** dollars into your pocket like magic! **EVERYONE WANTS THE PORTRAIT RING!** You simply wear and show your sample ring and take in **BIG CASH PROFITS** so easily, you'll hardly believe your eyes. *It's the money making marvel of the age!* And no wonder! Imagine—a beautiful, polished, onyx-like ring on which is reproduced in *lifelike natural colors* the actual portrait of some loved one. Every man, woman and child in your town wants one the moment you show it. Hundreds of men and women, many who never took an order for anything in their lives before, are reaping a harvest of dollar bills. Now the same opportunity is open to you! Now you can get money—plenty of money—more easily and quickly than you ever dreamed. Spare time or full time. No investment in stock. No sample case to carry. Just wear the sample Ring and pocket the dollars!

Any  
Photo,  
Snapshot  
Or Picture Made Into  
**BEAUTIFUL PORTRAIT RING**  
Picture Reproduced in Lifelike Colors



## A TREASURED REMEMBRANCE



### MOTHER

Mother love is as old as the ages. You can pay no finer tribute to your mother than by wearing a smart portrait ring with her photo on it.



### BABY

Imagine how eager proud father and mother will be to wear a beautiful ring bearing the portrait of their precious child.



### HUSBAND

Every wife will be delighted to wear her husband's portrait on a beautifully designed lady's ring.

## AMAZING SECRET DISCOVERY MAKES PRICELESS LIFETIME KEEPSAKE OF ANY PHOTO OR PICTURE

The PORTRAIT RING is new, novel, and the most sensational selling idea in years. By a special scientific discovery, any photo, picture or snapshot of any size is permanently, clearly and faithfully reproduced in actual, natural, lifelike colors, on a beautiful ring. The portrait becomes a part of the ring itself—cannot rub off, fade off, wash off or wear off. Ring does not tarnish, is practically unbreakable and will last a lifetime. Fathers, mothers, husbands, wives, sweethearts eagerly seize this chance to own a ring with the most precious setting in the world—an actual portrait of someone near and dear. The PORTRAIT RING becomes a priceless remembrance, a keepsake to be guarded and treasured for life.

## \$1 PROFIT FOR YOU ON EVERY RING!

Never before has there been such a sensational, sure-fire money making opportunity for ambitious men and women. Folks will pay any price to keep love and friendship alive. Customers write they wouldn't take \$5.00 or even \$10.00 and \$15.00 for their Portrait Rings. But the tremendous demand enables you to take orders at only \$2.00. And the thrilling news is that **YOU COLLECT AND KEEP \$1.00 OF THIS AS YOUR PROFIT**—in advance. Think of it! You make no collections or deliveries. You get your profit on the spot.

## SPECIAL OFFER

**\$3 RING WITH PICTURE IN COLORS  
—NOW YOURS FOR \$1.00**

All you need is a sample ring on your finger to bring you orders and dollars wherever you turn! As special offer, we'll send you beautiful Portrait Ring, with picture reproduced in lifelike colors—the ring for which thousands have paid \$3.00—for only \$1.00! A bargain you may never see again. Only 10 orders a day will pay you \$60.00 **CLEAR PROFIT** a week. 20 orders a day not impossible. Rush your order for Sample Ring now—send any photo you want reproduced. You take no risk. You must be satisfied, or money is refunded.

**SEND NO  
MONEY!**

**JUST SEND YOUR RING  
SIZE AND PHOTO**

## YOU CAN EVEN GET YOUR OWN RING FREE OF EXTRA CHARGE

Send no money—not even one cent. Don't send \$3.00, which is regular price of Ring with picture in colors. Simply rush coupon below with your favorite snapshot or photo and your ring size. *Your ring will be made to measure to fit your finger,* and shipped C. O. D. for \$1.00 plus few cents postage. Photo will be returned unharmed with ring. Your satisfaction **GUARANTEED**. You can return Ring, and we'll refund your money. Order blanks and money making plans included **FREE**—also amazingly liberal plan to give you your sample ring **FREE** of extra charge. Hurry—be the first in your town. Send no money. But rush this coupon to us **NOW!**

**PORTRAIT RING CO., Dept. G-33**  
**Twelfth & Jackson Sts. Cincinnati, O.**

## MAIL COUPON FOR SAMPLE RING!

**PORTRAIT RING CO., Dept. G-33**  
**Twelfth & Jackson, Cincinnati, O.**

Enclosed is photo. Please rush my individually made Portrait Ring in lifelike colors (regular \$3.00 value), and complete money-making plans and **FREE SAMPLE RING OFFER**. I will pay postman \$1.00 plus few cents postage on delivery. If I am not entirely satisfied I may return ring within 5 days and you will refund my money.

Name .....

Address .....

City ..... State .....

(By enclosing \$1.00 with coupon you save postage)

**RING  
SIZE**

**SEE→  
CHART**

YOUR RING SIZE: Wrap strip of paper around second joint of finger. Trim so ends meet. Measure strip down from top on this chart. Number at end is your size.





**WHAT A** *truly*  
*Amazing* **DIFFERENCE MAYBELLINE does MAKE..**

Stylists and beauty authorities agree. An exciting, new world of thrilling adventure awaits eyes that are given the glamorous allure of long, dark, lustrous lashes . . . lashes that transform eyes into brilliant pools of irresistible fascination. And could this perfectly obvious truth be more aptly demonstrated than by the above picture?

But how can pale, scanty lashes acquire this magic charm? Easily. Maybelline will lend it to them instantly. Just a touch of this delightful cosmetic, swiftly applied with the dainty Maybelline brush, and the amazing result is achieved. Anyone can do it—and with perfect *safety* if

genuine Maybelline is used. Maybelline has been proved utterly harmless throughout sixteen years of daily use by millions of women. It is accepted by the highest authorities. It contains no dye, yet is perfectly tearproof. And it is absolutely non-smarting. For beauty's sake and for *safety's* sake insist upon *genuine* Maybelline. Black, Brown or the new Blue 75c in a gold and scarlet metal vanity case at leading drug and department stores. Purse size 10c at all ten cent stores, where Maybelline Eye Shadow, Eyebrow Pencil, Eyelash Tonic Cream and the special Maybelline Eyebrow Brush are also obtainable in 10c sizes.

MAYBELLINE CO., CHICAGO



*Maybelline*

**THE NON-SMARTING, TEAR-PROOF PERFECTLY SAFE MASCARA**